

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII.

NEW YORK, FEBRUARY 5, 1908.

No. 6.

## Let your competitors have the second choice

To get the One Best Dealer in each of the 6,000 towns and cities in the United States and Canada pushing your goods is a hard problem, but the profit is worth *any* effort.

But better still is the belief of the Dealer that he can utilize your goods as a leader to draw trade to his store—that fact gets his enthusiastic support.

Advertising alone will not secure all this, but our Selling Plan (of which advertising forms one important part) will do it.

This is a good month to know more about us—and what we are doing.

### Bates Advertising Company

CONVERSE D. MARSH, Chairman Executive Committee

15 Spruce Street, New York City

# The Woman's Magazine

Has built up its greatest prestige and influence in towns of 1,000 to 75,000 population and in the rural districts adjacent to these smaller cities, where the farm homes are daily served by from two to fifteen rural free delivery routes. These towns of from 1,000 to 75,000 population form distributing centers for national advertisers who desire to market their products to those outside of the big cities. If the desire is created by judicious advertising there is no necessity or luxury that cannot be promptly and conveniently secured by **Woman's Magazine** readers.

¶ In these days of radical reforms, it will be strange if many advertisers do not reform their ways of reaching the consumers. The common fault has been to over-advertise in the big cities, to the utter neglect of the consumer, with more money per capita in the smaller towns.

¶ That the **Woman's Magazine** is a fit medium for the advertiser who can handle inquiries from the territory we cover—who can drive the reader to a dealer who handles his goods, or who can use these inquiries to develop new fields—is best attested by the record that we have made for national advertisers who have used the publication. No national advertiser, selling through dealers, has ever cancelled his contract with the **Woman's Magazine** on account of unsatisfactory results. The most careful space buyers in America have recognized the advertising value of the **Woman's Magazine**, and know that as a sales medium it knows no equal when you get away from the real big metropolitan cities.

¶ Now that we are back in the fray it is pertinent to say something about the remarkable influx of subscriptions that is following re-issuance of the **Woman's Magazine**. New subscriptions are coming in at the remarkable rate of over 5,000 a day, and our

## ***Circulation, Commencing March Issue Will Exceed 600,000 Copies.***

¶ The new advertising rate is \$2.40 per line, based on a definite guarantee to prove 600,000 copies. Space discounts apply where 100 lines or more are used in a single issue. Our subscription price, commencing February, for the improved **Woman's Magazine**, with colored covers, is 25 cents per year. Back cover pages, in two to five colors, in harmony with the front cover design, cost the advertiser \$1,260. Back cover pages of April to December, 1908 issues, have been reserved for national advertisers, and options may now be made on them at the price of \$1,260. These covers will be sold to the first advertisers who get in a definite order. The rate of \$1,260 is based on 600,000 circulation, and the advertiser gets the benefit of everything over and above this that will result through the building up process now going on. Correspondence in regard to back cover pages is solicited.

¶ For copy of the February issue, rate card and other particulars, address

## **THE WOMAN'S MAGAZINE**

**CAL. J. MCCARTHY, Advertising Manager**

**UNIVERSITY CITY,**

**ST. LOUIS, MO.**

**Chicago Office:**

**1700 First National Bank Building**

**New York Office:**

**1703 Flatiron Building**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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## A FEW WEEKS WITH JOHN BULL.

### *Fifth Article.*

It might be thought that a country so backward in advertising matters as England, from our point of view, would have few good suggestions for American publishers and advertisers.

On the contrary, John Bull is decidedly resourceful when it comes to attractive "schemes." Some of the things done by London newspapers to get business strike the American at once as being not only clever and sound, but good for importation. Some of these schemes may be especially suggestive just at this time, when extra inducements are needed in getting business in the United States.

John Bull has to scheme to get advertising. His clientele being conservative and reluctant in buying space, must be tempted with special issues, and novelty pages, and business symposiums, and features built round a central idea. The widely-circulated ha'penny dailies in London are particularly fertile in devising such schemes, and their solicitors work on them month after month with good results. Some of the live advertising agencies, too, are enterprising when it comes to securing unusual publicity for clients.

With all the advertising done in America by telephone companies, for instance, we seem to have nothing nearly so practical as the weekly page of the *Westminster Gazette*, on which is published, every Monday evening,

an alphabetical list of new subscribers of the Metropolitan and National telephone systems, as well as new subscribers to the Postoffice telephones. This page is made up as a supplement to regular telephone directories, and subscribers to the three systems are listed together. This supplement appears to be published at advertising rates, and at the bottom carries addresses of the contract departments of the different telephone systems. In this country the companies would probably add a little talk on the convenience of the telephone, and quote rates for various kinds of service.

Then, several of the London dailies publish a weekly engineering section; in some cases a page like the *Standard's* on Thursdays, and in others a separate supplement of eight pages like the *Times* on Wednesdays. These special sections are filled with engineering articles of genuine professional interest, being written by good technical authorities for technical readers. The *Times* gives a digest of foreign engineering periodicals, publishes news of engineering associations and condensations of proceedings, and makes a supplement as interesting to the civil and mechanical engineer as its well-known literary supplement is to booklovers. The contractor's interest is also held by a list of improvements planned by municipalities and private concerns for which bids are asked, as well as notes on the award of contracts. The volume of advertising carried is large, and brings into the daily papers a class of business that would never be inserted

without some such attraction. Foundries, machine shops, shipyards, engine and boiler works, forging shops, electrical contractors, makers of cement, dealers in supplies, etc., are represented.

An advertisement of an iron foundry, filling one of the huge pages of a daily paper like the *London Telegraph*, would be considered a novelty in this country. Yet in England such a bid for business seems to be not unusual, and very often the copy written to fill it is of both technical and popular interest—indeed, when it comes to copy for such a purpose we might very consistently send across and ask John Bull to write it for us.

Here is a digest of such an advertisement printed by the Carron Company, an iron works 150 years old, with foundries in Stirlingshire, Scotland, and show-rooms at two places in London, as well as in Liverpool, Glasgow, Manchester, Bristol, Newcastle, Birmingham and Dublin—surely an organization built for taking care of results. The advertisement was addressed not to technical men, but to land owners, farmers, architects and builders, householders, members of building societies, and others likely to use iron in structural work. Some years ago the United States Steel Corporation was approached with a plan to advertise iron and steel members for small structures on much the same principle, but nothing came of it:

The word Carron attached to any ironwork, be it an ordinary flat-iron or a huge casting, implies that the very best material and workmanship has been employed upon its production, and that every device that human skill and ingenuity has invented has been expended upon it. For nearly a century and a half Carron has stood in the forefront of the iron industry, and many of the most notable improvements in the smelting and manufacture of iron have first been introduced in the Carron works. Carron has also played some part in the war history of modern Europe. Nelson attributed many of his greatest victories over the French to the superiority of his "cannonades" (small cannons with large powder chambers). These, as the name sufficiently indicates, were manufactured at the Carron works.

Carron stands in a unique position since every process from the smelting of the ore down to the final coat of varnish on the finished production is carried out within the Carron boundaries. Carron owns its own lines of steamships which bring the raw material to the works and convey the manufactured goods *en route* to all lands. The magic word Carron may be seen on an iron boiler on the Afghan frontier, on a cooking stove in Uganda, on a pump in Rhodesia, and on countless domestic articles in each of the four continents.

It is primarily by reason of the fact that Carron handles the iron in its own works from start to finish that its pre-eminence has been built up. Ironwork is often discovered to be faulty through no error on the part of the manufacturer, but by reason of some flaw or other in the smelting of the ore which could not subsequently be detected until the final smash came. Iron employed on Carron productions is faultless in every detail, and has to pass the most severe tests that the most skilled chemists and physicists can devise before it is permitted to be used for the manufacture of even the cheapest and commonest article. Good material combined with good workmanship must ever produce the best results—and that is what Carron stands for.

The wise householder will use iron in preference to wood in his stables, and the same remark applies with equal truth to every part of his property. The reason for this preference is not far to seek. The advantages that iron possesses over wood or any other material are many. In the first place for all practical purposes, iron—and by this is meant good iron, such as that which bears the name of Carron—may be regarded as indestructible. In stables, cowhouses, and other places where valuable live stock has to be kept, iron is undoubtedly more sanitary than wood. Wood absorbs moisture and moisture quickly breeds disease. Iron on the other hand defies moisture and can be kept scrupulously clean with the greatest ease. In a dwelling house iron should be, and usually is, employed wherever possible. No one to-day thinks of using oaken beams in a house when steel girders are to be obtained. Wooden mantelpieces are being superseded everywhere by cast-iron ones; copper kettles are now placed on one side, in company with the warming pan and candle snuffers, as relics of a bygone age, and iron kettles take their place.

Iron—especially Carron iron—is not dear. All Carron products are sold at prices which carry a fair commercial profit, and no more. Many people fall into a very common error and say "Oh yes, I know iron is better than wood, but—" There is no "but" if you specify Carron. In the simple case of a fence round a garden or a paddock many are disposed to argue that though an iron fence would be stronger and look better—since these two facts do not admit of dispute—wood is cheaper and therefore they think to economize

(Continued on page 6.)





History is not always dull. Here is a bit which seems to us most interesting:

"A certain heater company in Pennsylvania began, ten years ago, to make the same kind of heater they are now making—no better and no worse. For seven years they struggled along with practically no progress. They were often approached by advertising men, but they were afraid to attempt national advertising, for the reason that their heaters used only anthracite coal, thereby restricting their territory.

"But at last they began to advertise in a small way—with a twenty per cent increase in their business for the first year. The increase for the second year's business was fifty per cent. This company has been advertising for about three years, and now employs four times as many men as it did—all this being accomplished with a total advertising cost of less than Ten Thousand Dollars.

"THE SATURDAY EVENING POST has outclassed all other publications in direct results, and now receives about forty per cent of the entire appropriation."

It is unusual for an advertising campaign to be so successful from the very start, but it is not unusual for THE SATURDAY EVENING POST to pay advertisers.

## THE CURTIS PUBLISHING COMPANY PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

by erecting a wooden fence. No greater mistake could be made. The initial cost of an iron fence is little, if anything, more than that of a wooden one, and there can be no possible comparison between the appearance of the two. A few months' battering of wind and rain makes a wooden fence look weather-beaten and shabby. An iron fence on the other hand, even if it is of the very plainest design, retains its smartness of appearance for years and at the end of this period requires but a coat of paint to restore it to its original condition.

A very simple but none the less conclusive demonstration of the cheapness of keeping ironwork in repair as compared to the cost of restoring woodwork may easily be given. As has been said, painted iron will go much longer than painted woodwork without needing a new coat. When in the course of time it does become necessary to repaint ironwork the work can be done by anyone, no matter how unskilled in handling a paint brush. Wood "perishes" under the effect of the sun and the rain until, when repainting has to be done, it is necessary to remove the former coats by scraping and burning in a manner that none but a trained and experienced house-painter could undertake. He would indeed have a bold heart who set out to repaint wood without previous knowledge. All that ironwork needs, however, is a pot of paint, a brush, and any odd man to lay it on. To a large extent this applies to interior decorations as well as to exterior fittings.

A simple explanation like the foregoing should go far to convince householders of the advantages of having Carron ironwork wherever possible. What most people require, however, is education in the art of selecting ironwork. Greater attention to what may appear to some to be such trifling matters as a new piece of iron guttering, or a new stove for either coal or gas, would mean the saving of a substantial sum and additional satisfaction would be gained. It is not enough, when ironwork of any description is required, to send round to the nearest ironmonger or hardware merchant for the article; it is necessary to know how to choose such a thing for yourself. What man sends to a tobacconist's for a half pound of tobacco without first specifying the brand? Supposing anyone were foolish enough to do such a thing, could be reasonably expect to be satisfied with the tobacco when it came? Is it not almost too much to expect of human nature to think that in the case of such a vague order the retailer would not send the brand on which he made the most profit? So much is self-evident, and precisely the same may be looked for when ironwork is ordered and Carron is not specified. It is cheaper for the retailers—or for some retailers—to sell inferior ironwork, but the cost to the purchaser of this is infinitely more. Carron goods bear the stamp of the firm, and this stamp means almost as much to the buyer as does the Hall Mark on silver and

gold. Carron is the Hall Mark of iron. Therefore, when you are buying iron goods, always see that the name Carron is there.

It is a great error to imagine that the employment of iron for interior decorations means divorce from all artistic ideals. Much ironwork is no doubt sold that cannot be described as ornamental by any stretch of the imagination. That, however, is largely the fault of the buyer. Carron was not specified. Iron in the rough is unattractive enough but, for the matter of that, the diamond as it lies embedded in the "blue-earth" of the Kimberley mines is very far removed from a thing of beauty. It is to be doubted if there is any material in the universal use of man that can be put to the same number of ornamental uses that iron can. Take the instance of fire-grates. These are turned out daily at Carron works in the following, among many other finishes—Electro-bronze, Nickel and Silver-plated, Brass and armour bright (resembling old armour plate). Carron Company employ many skilled designers and pattern-makers who are constantly employed devising new and artistic shapes for everything to which iron can be applied. A glance through any of the intensely interesting catalogues of Carron products (they will be sent post free to any address) shows how keen has been the artistic instinct at work upon such unlikely subjects as stable posts, dog troughs and railings. Then as regards fire-grates and household baths. Carron fire-grates and decorations show mountings equal to the best work of the wood carver, and some of it need not fear comparison with the work of the great Grinling Gibbons himself. "Art in the Home" has become almost a parrot-cry of late, but that it can be achieved to an extent hitherto unthought of by many is amply demonstrated by an examination of Carron manufactures. The question of cost comes in here once more and cannot be lost sight of. A fire-place and mantel of carved oak is one of the most beautiful ornaments a house can possess, and the fortunate owner of one or more of these is a man to be envied. The price that has to be paid for one of these, however, is for many almost prohibitive; and no matter how much an ordinary householder may desire them, the thought of the expense must perforce deter him. It is here that iron comes to his assistance. The modern iron fire-grate, when it bears the Carron trademark, is without doubt a thing of great beauty. Whatever style or whatever age be preferred, whether it be Renaissance, Elizabethan, Louis Quatorze, Empire or Victorian, Carron has fire-places and fittings to harmonize. To take another example. A bath under ordinary circumstances is not regarded so much for its appearance as for its utility. Carron baths, however, betoken the hand of the artist in every line and curve. There is no reason in the world why a useful article should not at the same time be ornamental, and to this fact the nation is at length waking up.

How far Carron has led to this movement in the direction of ornamental ironwork for the home it is almost impossible to estimate, though there is no doubt that it has had a very considerable influence.

Those who buy Carron productions in any shape or form are not only assured of possessing the very best ironwork that can possibly be turned out, and this at a fair price, but they also have the greatest range of choice. Whether it be a gate and railing or a door knocker Carron shows the largest range of patterns anywhere to be seen. Remember this, too, *every ironmonger and hardware merchant will supply you with Carron goods if you insist upon them.* Many, indeed, recommend them to their customers in all cases. There are other dealers, however, who, not so far-seeing, prefer a little extra profit to a well satisfied customer and these will supply inferior goods unless Carron is clearly specified. For your own protection and satisfaction, therefore, always specify Carron.

Carron goods, it should be made clear, are not for the wealthy and landed classes alone. Though no contract is too great for Carron to handle, and every description of ironwork is produced to satisfy the craving of the most exacting and luxurious taste, yet Carron appeals to every class from the mansion to the cottage alike.

It has been impossible to bring within the compass of a single manageable volume a catalogue of the thousands of varieties of Carron manufactures, consequently the catalogues have been sectionized, a separate section being devoted to each of the following classes of Carron goods:—Heating Stoves, Ranges, Baths, Cooking Apparatus (for Steam or Gas), Mantels, Stable Fittings, Garden Furnishings, and many others. You have only to ask your Ironmonger, or write direct to Carron Company, for the Catalogue section or sections you require, to have them immediately supplied free; they contain illustrations, prices, and all necessary particulars.

One of the prime favorites among "schemes" with the London papers is that of grouping the business houses in a certain industry and getting them onto a full page containing an article about that industry. From one year's end to the other solicitors are busy on these enterprises, and they seem to bring into the papers many firms that would never advertise otherwise. Whether such firms benefit, of course, is another thing. Often a news element is injected into the plan by canvassing food manufacturers at a time when official investigations are leading the public to assume that there is nothing pure or safe to eat. When news interest is

lacking, the solicitor may give the old plan a new turn by getting onto his page all the firms—or as many of them as will come—who have been in business one hundred years, or fifty years, or seventy-five years, etc. The solicitors who work this field for revenue are generally writers as well as canvassers, and begin by preparing an article, having it set up and a dummy page laid out, and then taking proofs around. The rates of a paper like the *Daily Mail* run to \$10 a single-column inch, while some of the other halfpenny papers charge \$5 to \$7.50. Therefore, even with an attractive scheme, getting business is somewhat like pulling teeth. But the London dailies carry great quantities of this special advertising every year, and only the "scheme" brings it.

The *Pall Mall Gazette*—conservative evening paper—runs an occasional directory headed "Where to Shop in Paris." This is a classified department, giving names and addresses merely of Parisian dressmakers, jewelers, furriers, restaurants, picture-dealers, etc., who cater especially to English trade. It is less interesting as a department, however, than as a potentiality. For much might be done with the idea in this country. Every large American city draws trade from surrounding centers, and newspapers in those centers might carry such a shopping department, soliciting business through the mails by showing amount of travel to the nearest metropolitan shopping centers. The magazines might also adapt it in classified.

American book and magazine publishers would certainly find English reviewing customs agreeable. For book news is a big feature with every London and provincial daily. What has been published to-day, and what stocks did on the Royal Exchange—these two great departments of British affairs fill the papers from day to day to the exclusion of much that is considered of wider interest in the United States. Not only is a

new book reviewed, but each issue of all the magazines seems to receive mention, even the penny weeklies getting a line or two. Leading monthlies, both British and American, are quite elaborately summarized as they come out.

Advantage of this tendency was taken in a very clever way by the London advertising agency placing the Gramophone business. Each month, as new records for this talking-machine are issued, the musical critics of leading papers are given facilities for hearing them, and write critical notices much like those for concerts, recitals, etc. The records, of course, have considerable popular interest. Some of them are made by noted singers. A week after some singer appears before the King, perhaps, the Gramophone records are enriched with the song sung by that singer before Royalty itself. Additions to the Gramophone records of song-hits in the music halls are often of wide news interest, too—as a new humoresque by the Scotch comedian, Harry Lauder. Here's the way such notices run in the newspapers:

Lovers of Grand Opera will welcome the first record made by Mr. John Coates on the gramophone. It is included in the new records issued this month by the Gramophone and Typewriter Company. The eminent tenor has given a masterly rendering of "Cielo e Mar" from "Gioconda," which is reproduced to perfection. There are also two contributions from Mr. Edward Lloyd-Clay's popular ballad, "I'll Sing Thee Songs of Araby," and Liddle's song "A Farewell." Songs by such well-known singers as Mr. John Harrison, Mr. Hirwen Jones, Mr. Robert Radford, Mr. H. Lane Wilson, and Miss Perceval Allen are also included. A feature of the September records is the unaccompanied singing of the Westminster Cathedral Choir; two records have been made, and with such success that it is to be hoped others will be speedily forthcoming. A couple of pianoforte selections by Mr. Vladimir de Pachmann are played with exquisite delicacy.

Once a month these notices appear in papers like the *London Tribune*, *Standard*, *Telegraph*, *Daily Mail*, etc., and in provincial dailies like the *Manchester Courier*. They are regarded strictly

as news. The musical journals also publish such notices.

The same agency sent a photographer to take pictures of Edward Lloyd, the famous English tenor, singing into the Gramophone to make records for the special pleasure of Queen Alexandra, and these got full-page places in the London illustrated weeklies. Another talking-machine scheme was a huge Gramophone concert at Albert Hall, to which music dealers all over London had tickets to be given to prospective purchasers who hadn't finally made up their minds. The concert was a "clincher" in many cases.

A well-known English publication covering the educational field, "Paton's List of Schools and Tutors," ought to have suggestion possibilities for newspaper publishers who make a specialty of school advertising, school supplements, etc. It is now in its tenth issue, and gives impartial information about a wide range of schools, colleges, business institutes, etc., selecting those that are really good. Facts and figures about facilities, tutors, equipment, courses, possibilities for earning a livelihood in special lines—these are given in a comprehensive way, and made accessible and attractive. The civil service, army, navy, engineering and other professions, agricultural and technical education—all are described, and lists of preparatory schools given. Each girls' and boys' school is also dealt with in respect to special features of education, fees, etc.

The measures taken by London dailies to attract tourist readers are worthy of note, and might be freely adapted in many of our own large cities by circulation managers, working on the hotel population, out-of-town merchandise buyers and other travelers. When steamers from America touch at Queenstown, for instance, some of the London dailies put aboard a special issue containing a summary of the news for "The Week You Have Missed." These copies are free.

The *Pall Mall Gazette's* steamer edition is particularly compact and readable. Again, when tourists register at London hotels, the *Chronicle* and other dailies send special copies of that day's paper, with American despatches heavily marked in blue pencil. The new London *Tribune* has made exceptional efforts to attract the American tourist reader.

*T. P.'s Weekly* has a circulation manager who, while he prohibited the use of limericks and other "schocker" schemes, still manages to do good work in the quiet ways that build real home circulation. Nothing better than his plan of furnishing free copies to schools can be found. Wherever French, German and other languages are being taught, tutors like to have pupils translate, not from a book, but from a recent magazine or newspaper. This gives the lessons direct value. To obtain several dozen copies of a magazine, however, all the same issue, is a bit costly, and sometimes impracticable. Issues several weeks old will do. So the circulation man on *T. P.'s* lets it be known that he is always willing to oblige tutors with returned copies for this purpose, and after the lessons once start pupils usually buy the magazine from week to week themselves, and it thus gets into homes.

Quite a source of revenue to the magazines is found in the insertion of "insets," postcards, circulars in color and other advertisements furnished by the advertiser. These are tipped into the advertising section, and seem to go through the British Post-office unchallenged, though they would be prohibited here; nor can they be included in copies mailed to the Continent. Americans often wonder why a British advertiser prefers to furnish his own printed matter instead of purchasing a page in the advertising section itself. There are good reasons. First, he can make his insert a stiff postcard, ready for mailing, so that ordering is easy. Where the reader has only to tear out, sign and stamp the

ad to get a catalogue he will be more likely to ask for it than if a letter had to be written. Second, the advertiser need not buy the whole circulation of the magazine, but takes so many thousand copies, getting as much circulation as he wants. The rates for this service seem to average about a dollar a thousand for the insertion of a postcard loose. That is one-tenth the cost of sending them individually to lists, by mail, and the publisher makes money too because he furnishes no stock, no printing, no extra postage—there is only the slight work of inserting the cards.

The London music-hall programme is a marvelous thing as a piece of publishing property and a revenue-producer. None of our trusts have anything as profitable. For the flimsy, smeary sheet, after being filled up with paid advertisements that almost crowd the playbill off altogether, is sold for twelve cents by an attractive young lady who also acts as usher. Advertisers seem to get value for their money in these programmes, if playgoers don't. They carry inserts, and are often made the vehicle of interesting schemes for pulling results. The Trocadero restaurant, for example, inserts a blank order form in programmes of adjacent theaters. It is die-cut, to fold like a small note. By merely signing name and indicating number of persons in the party, tables can be reserved for a lunch after the show, the blank being handed to an usher before a quarter to eleven.

Pear's soap has been identified with innumerable schemes. Lately Mr. Barrett, manager of the firm, told of one worked a number of years ago. A quarter-million ten-centime pieces were imported from France, stamped with the words "Pear's soap," and put into circulation in London, where they passed readily enough at the value of a penny, the interchange of small coins between the two nations being at that time a matter of course. By the time the

advertising value had worn off this unique device, however, Parliament's attention was attracted. That august body got busy and passed a special act forbidding the circulation of foreign coins, and all the Pear ads were bought up and shipped back to France. Mr. Barrett also told how his famous picture of the little boy in a bath-tub, reaching for a cake of Pear's, originally bore a title given by the artist, "The (K) Night of the Bath." Under this title it was widely printed in periodicals, attracting no especial attention. Then the caption was supplanted by the familiar "He won't be happy till he gets it," and immediately the picture sprang into great popularity, the demand for copies forming an important trade in itself.

The slender proportions of the evening papers in London is one of the sharpest contrasts noted by an American. For in England not only the weighty penny papers, molders of international policy, appear in the morning, but the popular ha'penny dailies of wider circulation as well. London has thirteen morning papers of a general nature, with only six evening papers. The latter are all sold for two cents with the exception of the half-penny *Star* and *Evening News*, and three of them are of tabloid size, about the dimensions of the *New York Times* book supplement—*Pall Mall Gazette*, *Evening Standard* and *Westminster Gazette*. Their circulation would appear to be negligible so far as the advertiser is concerned. For they print little news. Where we have an enormous news-gathering service that makes our evening papers timely and interesting, the London evening paper gives chiefly a resumé of what the morning papers published, and is filled up with political leaders, book reviews, dramatic gossip and other polite intelligence. Of matter such as appeals to the great mass of working people in the United States who read only an evening paper, the London afternoon sheets

seem to carry little or nothing; and any one familiar with newspaper contents and attractions in this country perceives that the London afternoon journals have no hold on the working population, and play no part in the conduct of the big shops.

How the British workman gets time to read a newspaper in the morning is not clear, for he goes to work at six o'clock, before breakfast. But newspaper circulations show that he "takes in" a morning paper, and this is undoubtedly the medium that reaches the homes. Evening papers are springing up in the provincial manufacturing towns, however. Out of the forty-six dailies published in the ten leading cities of the United Kingdom, twenty-two are evening sheets. But the twenty-four morning newspapers seem to include everything that is notable in English provincial journalism, the list embracing properties like the *Leeds Yorkshire Post*, *Liverpool Courier and Post* and *Mercury*, *Birmingham Post*, *Belfast News Letter*, *Edinburgh Scotsman*, *Manchester Courier*, *Sheffield Daily Telegraph*, etc. Whether the afternoon paper is growing in England is difficult to determine—superficially, one would say that the publishers do not bid for business as actively as evening papers in this country. If the English are taught to shop by newspaper, however, the whole complexion of the publishing business there may be radically changed in this respect.

JAS. H. COLLINS.

#### HOURS, NINE TO FOUR.

The Copper City Commercial Co. of Anaconda, Mont., has announced that until conditions change the store, which is the largest in the city, will close at four o'clock in the afternoon and will not open until nine o'clock in the morning. The effect of the change reduces salaries of employees by one-third and does away with the cost of lighting the store, which is not an inconsiderable item. Other merchants have plans of a like nature under consideration, but have not yet announced the hours which are to be adopted.—*Hardware Trade*.

The  
American Manufacturer's  
greatest opportunity is

# Great Britain

the biggest and richest  
open market in the world!

Here, in 1-25th of the area, dwells one-half of the population of the United States. The wealthiest nation in the world. The greatest commercial nation in the world. British industry extends into every country. And British trade means trade all over the world.

British investments abroad bring home annual dividends amounting to \$313,000,000, to swell the enormous wealth of British domestic industries.

**Do you want some of this trade? No  
import tariffs to interfere; no foreign  
languages with which to contend.**

**If you are *not* in the  
market, I can tell you  
whether you can get  
in and how to do it.**

**Paul E. Derrick**

THE PAUL E. DERRICK ADVERTISING AGENCY,  
34, NORFOLK ST., STRAND, LONDON, ENGLAND.



### ADVERTISING A "MAN'S STORE."

D. J. Kaufman, proprietor of the "Man's Store" of Washington, D. C., is one of the largest users of newspaper space in the Capital. The Kaufman advertising is prepared by Clarence C. Archibald, who has had charge of the work for several years. Mr. Archibald has the following to say to PRINTERS' INK:

some of the odd amounts he has used have never been duplicated here. He believes in the figure 13 and Friday; he says they are lucky, and to-day lives in a house numbered 1313 which he purchased on a Friday. He has held \$13 sales; 13-piece sales and all sorts of combinations.

"Our copy is changed daily and our ads usually run about 75 lines, with an illustration and prices. We always insist on good

## FALL AND WINTER

'07 '08'



*The Man Who Wears  
"Man's Store Make"*

### Quality Clothes

*Has a feeling of confidence in himself that will go a long way toward making him successful. The fact that he looks prosperous will help to make him prosperous, for the world is apt to accord him the degree of respect which his appearance inspires.*

*"M. S. M." clothes will make you look your best and feel your best. They are the best clothes that money can buy—they fit right, the quality is right, the styles are up to the minute, and every garment is insured by our guarantee of*

**"MONEY'S WORTH OR MONEY BACK."**

*We are now showing the new 1907-1908 models in*

*Fine "M. S. M." Top-coats up to \$35*  
*Fine "M. S. M." Suits up to \$37.50*  
*Fine "M. S. M." Overcoats up to \$45*

## D. J. KAUFMAN,

*The Man's Store,  
1005-1007 Pa. Ave.*

THIS COPY EXTENDED ACROSS AN ENTIRE PAGE.

"While Mr. Kaufman's expenditure for advertising is large I believe most people give him credit for spending more than he really does in newspaper space. He is a great believer in 'impression copy,'—that is, copy that will make people talk and which arouses the curiosity.

"He is also a strong advocate of prices in his advertising and

position, usually next to reading matter, and in some of the papers we are occupying the same position to-day, we had ten years ago.

"A half-price sale is held twice a year and through constant advertising these sales have become so well-known and popular that it is only necessary for us to announce the date of the sale to crowd the store. The half-price

sales are followed by cleaning up sales. Last September we held a tin anniversary sale; celebrating the tenth year of business. In place of the usual price cards, round tin plates, with prices painted thereon, were hung around the walls of the store and used in the window display. In the advertisements announcing this sale the general effect was followed in a border composed of circles which surrounded the announcement. Pages and half pages are used in these sale announcements and in fact for any thing special.

"A full page has been used simply to advertise the store motto of five words: **MONEY'S WORTH OR MONEY BACK.** Some of Mr. Kaufman's business friends thought he was losing his mind; they looked upon it as a sheer waste of money but it worked out just as he had expected it would. Everyone was talking of the store that gave 'Money's worth or money back.' It was a splendid example of the impression advertisement and to-day, in this city, whenever those five words are mentioned they immediately bring to mind the 'Man's Store.'"

#### COMMON-SENSE AS APPLIED TO RETAILERS.

"I have met many manufacturers who seem to think that the average retail dealer is a speculator. They have seemed to think that the easiest way to get his order was to make the margin of profit on their product so wide that dealers would speculate on it. This plan would work out all right if it were true that the average retail dealer were a speculator. But he is not. He is a merchant. He came into existence to supply the wants of his customers. The principal reason he has for ordering any product is that his customers want it. High finance does not appeal to him. When you talk to him about consumer-demand, you are talking to him about something that he has daily, hourly experience with, and that is the backbone of his business."—*W. H. Black, Advertising Manager of the Butterick Trio.*

#### "PURSE-ANAL."

In a Poughkeepsie clothing store window the calendar emits daily wisdom. The sentence of a day last week was:

"Our prices sympathize with your purse."

#### PAPER-BOUND FICTION NOT SECOND-CLASS MATTER.

The Supreme Court of the United States, on January 20, decided in favor of the Government the test case of *Houghton, Mifflin & Co. vs. the Postmaster-General*, involving the right of the Postoffice Department to collect damages on account of a former effort of the firm to enjoin the department from enforcing an order excluding certain of its publications from the privileges of the law governing second-class mail matter. Although the decision was in favor of the Government, it was not the full extent of its claim. The court's opinion was announced by Justice Day.—*Publishers' Weekly.*

The surest asset that any concern can have is advertised prestige. Its banks may fail, its officers may die, its property may be destroyed by fire; but you simply cannot touch its "good will," because that is engraved in the minds of millions of people.—*From an advertisement of Curtis Publishing Co.*

It is not disputed that **THE RECORD-HERALD** has a larger net sold circulation than any other two cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives detailed information as to its circulation.

#### Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## PACIFIC COAST AD MEN'S CONVENTION.

The semi-annual convention of the Pacific Coast Advertising Men's Association was called to order by President R. M. Hall, of Portland, Ore., in the Merchants' Exchange, of Oakland, Cal., on January 20.

The list of officers elected for the ensuing year follows:

President, F. J. O'Brien of Sacramento *Union*; secretary, B. I. Dasent of Portland; vice-president—from California, Robert A. Read of Los Angeles; from Oregon, Fred Johnston of Portland; from Montana, Robert Hayden of Butte; from Washington, Russell Keane of Spokane; from Idaho, R. C. Rohrbacher of Lewiston; from Nevada, Fred L. White of Reno; from British Columbia, Percy Godenrath of Victoria.

Committee to report on affiliation with national association: C. N. Black of Portland, R. S. Bigelow of Spokane, Percy Godenrath of Victoria, Fred L. White of Reno, R. A. Rohrbacher of Lewiston, Robert N. Hayden of Butte.

Auditing committee to report at the next convention: Ray Bigelow of Spokane, John Hartog of Eugene and R. M. Hall of Portland.

Press Committee: L. H. Mertz, Los Angeles, Cal.; L. E. Bontz, Sacramento, Cal.; Fred H. Drake, Oakland, Cal.; J. H. Whyte, Astoria, Ore.; J. H. Carter, Tacoma, Wash.

Membership Committee: W. J. Hofmann, Portland, Ore.; R. A. Read, Los Angeles, Cal.; Fred H. Mantor, Seattle, Wash.; G. C. Barnhart, Oakland, Cal.; R. C. Ayres, San Francisco, Cal.; J. E. Simpson, Sacramento, Cal.; A. P. Hill, Fresno, Cal.

Committee to report at Portland, Ore., next June on proposed legislation: C. C. Chapman, Portland, Ore.; Mose Cohn, Sacramento, Cal.; G. H. Beebe, Reno, Nev.; R. H. Hayden, Butte, Montana; R. C. Rohrbacher, Boise, Idaho; T. M. R. Keane, Spokane, Wash.

Committee to bring in plan for Club Memberships: Ray S. Bigelow, Spokane, Wash.; W. J. Hofmann, Portland, Ore.; R. M. Hall, Portland, Ore.; C. N. Black, Portland, Ore.; L. H. Mertz, Los Angeles, Cal.

Committee to report on plan to create and increase funds for municipal advertising: C. V. White, Seattle, Wash.; Tom Richardson, Portland, Ore.; S. P. Johnston, San Francisco, Cal.; Fred White, Reno, Nevada; J. E. Graham, Boise, Idaho.

The largest attendance which had ever been recorded at the opening session of a convention was present.

An invitation for the association to visit Portland during the Rose Festival of June, 1908, was

read, and it was unanimously decided to hold the next convention in the northern city during the first week in June.

One evening of the convention was given over to the banquet, which was participated in by 150 visiting delegates. Addresses at the banquet were made by Mayor Mott of Oakland, Mayor Ferrier of Berkeley, ex-Governor Pardee, President Wheeler of the University of California, H. G. Longhurst of Sacramento, Edwin Stearns, secretary of the Oakland Chamber of Commerce; R. E. Bigelow and M. R. Keane of Spokane, retiring president Hall, and president-elect O'Brien.

Wednesday morning the delegates, many of them accompanied by their wives, were the guests of the Chamber of Commerce and the Oakland Traction Co. on a trolley ride through the residence district of Oakland. At luncheon in Idora Park, addresses were delivered by the following: L. Rohrbacher, Lewiston, Idaho; B. I. Dasent, Portland; John Hartog, Eugene, Oregon; J. E. Simpson, Sacramento; R. A. Read, Los Angeles; James A. Glass, Fresno; E. H. Cummings, Sacramento, and H. A. Rhoads, San Diego.

Some of the more valuable addresses of the convention will be reported in early issues of PRINTERS' INK.

### CONVENTION NOTES.

M. R. Keane, a Spokane delegate, has the distinction of having used in advertising his department store fifty-nine pages of newspaper space in twenty-four days of one month.

Oakland has a slogan prophesying 300,000 population in 1910.

F. J. O'Brien, the association's new president, is secretary of the Sacramento *Union*.

L. H. Mertz, the "father" of the association, was unable to attend the convention, on account of illness.

A SINGLE page in one issue of the *Chicago News* costs \$1,141.56; in the *New York American*, \$980.00; in the *New York Herald*, \$698.25; in *Collier's Weekly*, \$1,600.00; in the *Saturday Evening Post*, \$1,800.00; in the *Delineator*, \$1,800.00; in the *Woman's Home Companion*, \$1,800.00; in the *Youth's Companion*, \$2,400.00; in the *Ladies' Home Journal*, \$4,000.00.—*Ex.*

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (A).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham.** Ledger, dy. Average for 1906, 23,419. Best advertising medium in Alabama.

**Montgomery.** Journal, dy. Aver. 1906, 9,844. The afternoon home newspaper of its city.

## ARIZONA.

**Phoenix.** Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

**Fort Smith.** Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,385.

## CALIFORNIA.

**Oakland.** Enquirer. Average 1907, 28,429; December, 1907, 48,861. Largest circulation in Oakland guaranteed.

## COLORADO.

**Denver Post.** Circulation—Daily 59,674. Sunday 84,411. The figures Tell RESULTS.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

**Bridgeport.** Evening Post. Sworn daily, year 1907, 11,945. Sworn daily, Dec., 12,478.

**Bridgeport.** Morning Telegram, daily. Average for Dec. 1907, sworn 12,007. You can cover Bridgeport by using Telegram only. Rate, 1½c. per line, Sat.

**Meriden.** Journal, evening. Actual average for 1906, 7,580. Average for 1907, 7,748.

**Meriden.** Morning Record and Republican. Daily average for 1905, 7,578; 1906, 7,672.

**New Haven.** Evening Register, dy. Annual sworn aver. for 1907, 15,720; Sunday, 12,102.

**New Haven.** Palladium, dy. Aver. 1905, 8,626; 1906, 9,549. E. Katz, Special Agent, N. Y.

**New Haven.** Union. Average 1906, 16,481. First 9 mos., '07, 16,521. E. Katz, Sp. Agt., N. Y.

**New London.** Day, ev'g. Aver. 1906, 6,104; aver. for 1907, 6,547. Gives best results.

**Norwalk.** Evening Hour. Daily average guaranteed to exceed 5,800. Sworn circulation statement furnished.

**Norwich.** Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; June, 1907, 7,259.

**Waterbury.** Republican, morning and Sunday, 1907 av. 6,558 daily; 4,400 Sunday.

## DISTRICT OF COLUMBIA.

**Washington.** Evening Star, daily and Sunday. Daily average for 1907, 25,486 (©©).

## FLORIDA.

**Jacksonville.** Metropolis, dy. Av. 1906, 9,422, 1st 6 mos. 1907, 10,692. E. Katz, Sp. Agt., N. Y.

## GEORGIA.

**Atlanta.** Journal, dy. Av. 1906, 50,857. Sunday 57,985. Semi-weekly 74,916. The Journal covers Dixie like the dew.

## IDAHO.

**Boise.** Evening Capital News, d'y. Aver. 1906, 4,508; average, July, 1907, 6,188.

## ILLINOIS.

**Aurora.** Daily Beacon. Daily average for 1905, 4,580; 1906, 6,454; 1907, 6,770.

**Calre.** Citizen. Daily average 1st 6 months, 1907, 1,585.

**Chicago.** The American Journal of Clinical Medicine, mo. (\$1.50), the open door to the American Doctor, and through him to the American Public. Guar. 40,000 circ.; invest'd by A. A. A.

**Chicago.** Breeder's Gazette, weekly. \$2. Aver. circulation for year 1905, 70,000. For year ended Dec. 25, 1907, 74,755.

**Chicago.** Commercial Telegraphers' Journal, monthly. Actual average for 1906, 10,000.

**Chicago.** Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.

**Chicago.** Examiner. Average for 1906, 649,846 Sunday, 178,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.


Circulation for Sunday, 717,681. February, 1907; Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

**Chicago.** Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, Journal Amer. Med. Ass'n. weekly. Average for 1907, 58,217.

Chicago, Record-Herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 **The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.**

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,571.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

## INDIANA.


Evansville, Journal-News. Av. for 1906, 16,899. Sundays over 15,000. E. Katz. S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1907 av., 204,848. Published twice a month. 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 **The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.**

South Bend, Tribune. Sworn daily average, 1907, 9,181. Absolutely best in South Bend.

## INDIAN TERRITORY

Ardmore, Ardmoreite. daily. Average for 1906, 2,445.

## IOWA

Burlington, Hawk-Eye. daily. Avar. 1907, 8,937. "All paid in advance."

Davenport, Times. Daily aver. Dec., 12,505. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch. flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for 1907, 80,478.

## KANSAS.

Hutchinson, News. Daily 1906, 4,260. Nov. 1907, 5,100. E. Katz. Special Agent, N. Y.

Lawrence, World. evening and weekly. Copies printed, 1906, daily, 8,778; weekly, 8,084.

Pittsburg, Headlight. dy and wy. Average 1907, daily 6,229; weekly 5,547.

## KENTUCKY.

Lexington, Leader. Av. '06, exp. 5,157. Sun., 6,795; sat 5 mos., '07, 5,416. Sy. 6,867. E. Katz.

## MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Maine Farmer, w'ly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,429.

Madison, Bulletin, wy. Circ., 1906, 1,581. Now over 1,600. (Only paper in Western Somerset Co.)


Phillips, Maine Woods and Woodsman, weekly, J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 15,514. Sunday Telegram, 8,855.

## MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For December, 1907, 78,244.

 **The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully converts its accuracy.**





## MASSACHUSETTS.





Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1907, daily, 181,844; Sunday 208,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

     
Boston, Post. Average 1907, daily, 243,980; Sunday, 226,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grove with us in 1908."

Holyoke, Transcript. dy. Avar. 1907, 7,256. Only Holyoke paper examined by A. A. A.

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; first half, 1907, av. 16,470. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique, daily (©). Paid average for 1907, 4,586.

## MICHIGAN.

Bay City, Times, evening. Av. for 6 mos. to July 1, 1907, 11,062 copies, daily, guaranteed.



**Jackson, Citizen-Press.** Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. Nov. daily average, 8,794.



**Jackson, Patriot.** Average December, 1907, 8,527; Sunday, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.

**Saginaw, Courier Herald.** daily, only Sunday paper; average for 1907, 14,749.

**Saginaw, Evening News.** daily. Average for 1907, 19,964; December, 1907, 20,546.

## MINNESOTA.

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, pub. Aver. for 1907, 52,074.

**Minneapolis, Journal.** Daily and Sunday (C). In 1907 average daily circulation, 76,861. Daily average circulation for Dec., 1907, 78,558. Average Sunday circulation for Dec., 1907, 74,517. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

**Minneapolis, Svenska Amerikaners Posten.** Swan J. Lundblad, pub. 1907, 54,262.

**Minneapolis, Farm Stock, and Home,** semi-monthly. Actual average 1907, 87,187; average for 1906, 100,246; for 1905, 102,558. The absolute accuracy of Farm Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**CIRCULATION Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,603. The daily Tribune average per issue for the year ending December, 1907, was 101,165.

**St. Paul, Pioneer Press.** Net average circulation for January-March 55,502. Sunday 52,457.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscription is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona, Republican Herald.** At June, 4,616. Best outside Twin Cities and Duluth.

## MISSOURI.

**Joplin, Globe,** daily. Average 1906, 15,254. Nov. 1907, 17,911. E. Katz, Special Agent, N. Y.

**St. Joseph, News and Press.** Circulation 1906, 56,079. Smith & Thompson, East. Reps.

**St. Louis, National Drugist.** mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 19,685 (C). Eastern office, 59 Maiden Lane.

## MONTANA.

**Missoula, Missoulian.** Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

## NEBRASKA.

**Lincoln, Deutsch-American Farmer,** weekly. Average 1906, 141,823.

**Lincoln, Fraie Presse,** weekly. Actual average for 1906, 142,989.

## NEW HAMPSHIRE.

**Manchester, Union.** At. 1907, 17,077, daily. N. H. Farmer and Weekly Union, 5,550, for '06.

**Nashua, Telegraph.** The only daily in city. Average for 1907, 4,271.

## NEW JERSEY.

**Asbury Park, Press.** 1907, 5,076. Gained average of one subscriber a day for ten years.

**Camden, Daily Courier.** Actual average for 6 months ending December 31, 1907, 9,086.

**Elizabeth, Journal.** At. 1904, 5,522; 1905, 6,515; 1906, 7,547; first 6 mos. 1907, 8,221.

**Jersey City, Evening Journal.** Average for 1907, 24,830. Last three months 1907, 25,928.

**Newark, Eve. News.** Net dp. av. for 1906, 62,022 copies, net daily aver. for 1907, 67,195.

**Trenton, Evening Times.** At. 1906, 14,227; aver. 1907, 20,270; last 1/4 yr. '07, aver., 20,409.

## NEW YORK.

**Albany, Evening Journal.** Daily average for 1907, 16,695. It's the leading paper.

**Batavia, Daily News.** Average first 6 mos. 1907, 7,494. F. R. Northrup, Special Rep., N. Y.

**Brooklyn, N. Y. Printers' Ink** says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 58,449.

**Buffalo, Courier, morn.** At. 1907, Sunday 91,447; daily, 51,604; Enquirer, even., 54,570.

**Buffalo, Evening News.** Daily average 1905, 94,690; for 1906, 91,742; 1907, 94,843.

**Corning, Leader,** evening. Average 1904, 6,225; 1905, 6,595; 1906, 6,535; Feb. av., 6,824.

**Mount Vernon, Argus,** evening. Actual daily average for year ending Dec. 31, 1907, 4,460.

**Newburgh, News,** daily. At. '07, 5,831; 1,000 more than all other Newburgh papers combined.

## New York City.

**Army & Navy Magazine,** Est. 1863. Actual weekly av. for '06, 9,706 (C). 4 mos. to Apr. '07, 9,949.

**Automobile,** weekly. Average for year ending Dec. 25, 1906, 15,212.

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1906, 8,455.

**Benziger's Magazine,** the only popular Catholic Family Magazine published in the United States. Circulation for 1907, 64,416; 50c. per single issue.

**Clipper, weekly** (Theatrical). Frank Queen Pub. Co. Ltd. Aver. for 1906, 26,611 (C).

**El Comercio,** mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,883—sworn.

**Music Trade Review,** music trade and art weekly. Average for 1906, 5,109.

**Printers' Ink,** a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, 7,269.

**The People's Home Journal,** 564,416 mo. 3 vols. literature. 458,666 monthly, average circulations for 1907—all to paid-in advance subscribers. F. M. Lupton, publisher, Inc.

**The Tea and Coffee Trade Journal.** Average circulation for year ending Dec. 1907, 8,801; Dec. 1907, issue, 10,500.





The World. Actual aver. for 1907, Nov. 2,435,442. Evening. 405,178. Sunday, 488,885.

Schenectady Gazette, daily. A. N. Leidy. Actual average for 1907, 18,058; 1906, 15,809.

Syracuse Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 55,206. Sunday 40,064.



Troy Record. Average circulation 1907, 20,168. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica National Electrical Contractor, Inc. Average for 1906, 2,622.

Utica Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

## NORTH DAKOTA.

Grand Forks Normanden. Av. gr. '06, 7,201. Aver. for year 1906, 8,180.

## OHIO.

Akron Times, daily. Actual average for year 1906, 8,977. September, 1907, 9,778.

Ashtabula American Sentinel. Finnish. Actual average for 1906, 10,690.

Cleveland Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 88,869; Dec., 1907, 68,898 daily; Sun., 84,658.

Coshocton Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton Times, dy. Net '06, 2,123; 6 mo. '07, 2,416. No cash books fixed to fit padded cir.

Dayton Journal. First six months 1907, actual average, 24,196.

Springfield Farm and Fireside, over 1/2 century leading Nat. agri-cult'l paper. Cir. 445,000.

Warren Daily Chronicle. Actual average for year ending December 31, 1906, 2,654.

Youngstown Victor. D. y. av. of 15,740; Sp. 10,001; LaCrosse & Maxwell, N. Y. & Chicago.

## OKLAHOMA.

Muskogee Times-Democrat. Average 1906, 5,514; First 6 mos. '07, 6,649. E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 aver., 20,152; Dec., 1907, 22,280. E. Katz, Agent N. Y.

## OREGON.

Mt. Angel St. Joseph's Blatt Weekly. Average for September, 1907, 20,880.

Portland Journal, daily. Average 1907, 28,805; for Dec., 1907, 29,885. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, Pacific Northwest, mo.; average for 1907, 16,000. Leading farm paper in State.

## PENNSYLVANIA.

Chester Times, ev'g d'y. Average 1906, 7,688. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Eric, Times, daily. Aver. for 1907, 18,508; Dec., 1907, 18,544. E. Katz, Sp. Ag., N. Y.

Harrisburg Telegraph. Sworn av. Dec., 14,885. Largest paid circulat'n in H'g or no pag.

\*\*\*\*\*

FARM JOURNAL, Philadelphia, has been awarded the (C) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, FARM JOURNAL has the largest circulation of any agricultural paper in the world. The average for 1907 was 573,083 copies each issue.

\*\*\*\*\*

The net paid  
Daily Average  
Circulation  
of the

Philadelphia  
Bulletin

for the year 1907—

241,400

copies a day.

THE BULLETIN'S circulation figures are net, all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 134,000.

Philadelphia. Confectioners' Journal. m. Av. 1905, 5,470; 1906, 5,514 (C).

Seranton Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.



West Chester. Local News, daily. W. H. Hodgson, Average for 1906, 15,440. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

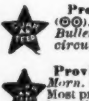


Williamsport, Grit. "America's Greatest Family Newspaper." Aver. 10 mos., '07, 284,111. Circulated in over 15,000 small cities, towns and villages. Home circulation. Guaranteed.

York Dispatch and Daily. Average for 1907, 18,124.

## RHODE ISLAND.

Pawtucket Evening Times. Aver. circulation for 1907, 17,908 (sworn).



Providence Daily Journal, 17,718 (C). Sunday, 24,178 (C). Evening Bulletin 87,061 average 1907. Bulletin circulation Jan. 2 over 45,000 daily.



Providence Tribune. Aver. for 1906, Morn. 10,340. Even. 81,118; Sun. 16,220. Most progressive paper in the field. Evening edition guaranteed by Rowell's A.N.D.

## SOUTH CAROLINA.

Charleston Evening Post. Actual dy. average for 1907, 4,251.





**Columbia, State.** Actual average for 1906, daily (© ©) 11,237 copies; semi-weekly, 2,625; Sunday (©). 1906, 12,228. Actual average for 1907, daily (© ©) 12,052, Sunday (© ©) 12,887. Semi-weekly 2,997.

**Spartanburg, Herald.** Actual daily average circulation for 1907, 2,715. Dec., 1907, 2,067.



**TENNESSEE.**

**Chattanooga, News.** Av. 3 mos. end. Dec. 31, 1906, 14,797. Only Chattanooga paper permitting examination circulation by A. A. Carries more adv. in 6 days than morning paper 7 days. Greatly want Ad medium. Guarantees largest circulation or no pay.



**Knoxville, Journal and Tribune.** Week-day average year ending Dec. 31, 1907, 14,694. Week-day average Jan. 24 in excess of 15,000. The leader.

**Memphis, Commercial Appeal.** daily. Sunday, weekly. First six months 1907 av.: Dy., 41,782; Sunday, 61,485; weekly, 81,212. Smith & Thompson, Representatives. N. Y. and Chicago.

**Nashville, Banner.** daily. Aver. for year 1906, 81,455; for 1907, 86,206.

**TEXAS.**

**El Paso, Herald.** Nov., av. 8,461. More than both other El Paso dailies. Verified by A. A.

**VERMONT.**

**Barre, Times.** daily. F. E. Langley. Aver. 1905, 5,527; 1906, 4,118; 1907, 4,555. Exam. by A. A. A.

**Bennington, Banner.** daily. T. E. Howe. Actual average for 1905, 1,920.

**Burlington, Free Press.** Daily average for 1907, 8,415. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

**Montpelier, Argus.** daily. Av. for 1907, 8,126. Only Montpelier paper exam. by A. A. A.

**Rutland, Herald.** Average 1905, 4,236. Aver. 1906, 4,677. Only Rutland paper exam. by A. A. A.

**St. Albans, Messenger.** dy. Av. 1906, 2,888; aver. for 1907, 2,832. Examined by A. A. A.

**WASHINGTON.**



**Seattle, Post Intelligence** (© ©). Av., for Nov., 1907, net—Sunday 45,089; Daily, 84,864; week day 32,506. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

**Tacoma, Ledger.** Average 1906, daily, 16,059; Sunday, 21,798.

**Tacoma, News.** Average 1906, 16,109; Saturday, 17,610.

**WEST VIRGINIA.**

**Roanoke, W. Va. News.** wy. Wm. B. Blake & Son, puba. Aver. 1907, 2,524.

**WISCONSIN.**

**Janesville, Gazette.** Daily average for 1907, 2,671; semi-weekly, 2,416; Dec., '07, dy., 2,922.

**Madison, State Journal.** dy. Average 1906, 2,602; Jan., Feb., Mar., 1907, 4,254; Apr., 5,106.

**Milwaukee, Evening Wisconsin.** dy. Av. 1907, 22,052 (© ©). Carries largest amount of advertising of any paper in Milwaukee.



**Milwaukee, The Journal.** eve., ind. Circ'n Dec., 1906, 46,157; Dec., 1907, 52,985; daily gain, 6,828. Average for 12 months, 51,922. The Journal, six days carried more advertising in 1907 than did the leading morning daily, with its Sunday included, and practically double the amount, rates considered, of any other evening newspaper. The Journal leads all Milwaukee dailies in classified. Its city circulation equal to the combined city circulations of any three other Milwaukee papers.

**Oshkosh, Northwestern.** daily. Average for 1907, 8,680. Examined by A. A.



**THE WISCONSIN AGRICULTURIST**



**Racine, Wis., Estab. 1877.** Actual weekly average for year ended Sept. 30, 1907, 56,636. Larger circulation in Wisconsin than any other paper. Adv. \$2.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson. Mgr.

**Racine, Journal.** daily. Average for the last six months 1907, 4,876.

**WYOMING.**

**Cheyenne, Tribune.** Actual daily average for 1906, 5,126; semi-weekly, 3 mos., '07, 4,294.

**BRITISH COLUMBIA.**

**Vancouver, Province.** daily. Average for 1907, 18,846; Dec. 1907, 15,426. H. LeClerque, U. S. Rep., Chicago and New York.

**MANITOBA, CAN.**

**Winnipeg, Free Press.** daily and weekly. Average for 1907, daily, 26,852; daily Dec. 1907, 25,546; weekly av. for mo. of Dec., 24,025.

**Winnipeg, Der Nordwesten.** Canada's German newspaper. Av. 1906, 16,177. Rates 60c. inch.

**Winnipeg, Telegram.** Average daily, 1907, 22,866. Weekly av. 19,687. Flat rate, 35c.

**QUEBEC, CAN.**

**Montreal, La Presse.** Actual average, 1907, daily 108,325, weekly 50,197.



**Montreal, The Daily Star** and **The Family Herald** and **Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the **Daily Star** for 1906, 49,954 copies daily; the **Weekly Star** 128,452 copies each issue.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

**W**ANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

## CONNECTICUT.

**M**ERIDEN, CONN., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

## DISTRICT OF COLUMBIA.

**T**HE EVENING AND SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## ILLINOIS.

**T**HE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

**"N**EARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

**T**HE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

## INDIANA.

### The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

**T**HE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 135,929 more than all the other Indianapolis papers had.

### STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 235,300 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.20 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

## IOWA.

**T**HE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, monthly rate \$1.35 nonp. line, dy. & 8y.

## MAINE.

**T**HE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**T**HE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**T**HE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



**T**HE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



**30** WORD AD, 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000.

## MINNESOTA.

**T**he Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minnesota newspaper. No free Wants and no Chalfroyant nor objectionable medical advertisements printed. Classified Wants printed in Dec. 135,170 lines. Individual advertisements, 18,458. Eight cents per square line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 20c.



**T**HE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

**C**IRCOLAT'N **T**HE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; prices covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.



**S**T. PAUL DISPATCH, St. Paul, Minn., covers its field. Nine months' average, 68,833.

## MISSOURI.

**T**HE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

## MONTANA.

**T**HE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,064; Sunday, 15,000.

## NEBRASKA.

**T**HE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circul. 25,000. Rate, 3c. per word.

## NEW JERSEY.

**J**ERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

**N**EWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 4 cents per month.

NEW YORK.

**ALBANY EVENING JOURNAL.** Eastern N. Y.'s best paper for Wants and classified ads.

**BUFFALO EVENING NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**ARGUS**, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

In a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the **CINCINNATI ENQUIRER**. A word to the wise is sufficient.

**YOUNGSTOWN VINCULATOR**—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA.

**THE OKLAHOMAN** Okla. City, 22,000. Publishes more Wants than any 7 Okla. competitors.


PENNSYLVANIA.

**THE CHESTER, PA. TIMES** carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

**PROVIDENCE TRIBUNE**, morning and evening, 43,000, brings results, cost the lowest.

SOUTH CAROLINA.

 **THE COLUMBIA STATE** (C.S.) carries more Want ads than any other South Carolina newspaper.

CANADA.

**THE DAILY TELEGRAPH**, St. John, N. B., is the 1st Want Ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,060—sworn to.) Carries more want ads than any newspaper in Montreal.

**THE MONTREAL DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

A MAMMOTH ELECTRIC SIGN.

South Bend, Ind., claims one of the largest electric signs in the world. It crowns the concrete warehouse of the Oliver Chilled Plow Works, and the light from it is visible for miles around. This sign is over 300 feet long, and the letters composing it are 16x18 feet in dimensions. The central design is the familiar trademark of the great plow company, 60 feet long and 40 feet high. To illuminate this mammoth sign, approximately 4,000 sixteen-candle power incandescent electric lamps are used, requiring 60 horsepower to operate them. Such a sign would be practically out of the question for any concern not electrically equipped as the Oliver works is, with a power plant of its own equal to the production of 2,000 horse-power.—*Novelty News.*

The selection and training of salespeople should be given particular attention. Frequent conferences between the salesmen and the head of the business are very beneficial.—*Hardware Trade.*

BUSINESS GOING OUT.

The Spafford Agency, Boston, Mass., is asking for rate cards and rates.

The Stanleyway Agency, New York, is adding a number of New England papers to its list.

The Connecticut Life Insurance Company, Hartford, Conn., is advertising its annual statement.

Reading notices for the National Aid Society are being sent out through the Volkman Agency, New York.

The Pennsylvania Railroad will advertise its annual statement the latter part of February in eastern papers.

Albert Frank & Company, New York, are sending out copy to advertise a bond issue of the Rock Island Railroad.

The M. P. Gould Company, New York, is asking rates of New York State papers, for "Dentose," a dental preparation.

The Brooks Rupture Cure Company, Chicago, is putting out till torbid orders for forty-two lines, to be run in Sunday papers.

The Hampton Advertising Company, New York, will soon send out ten inches, four columns, one time, for the Aeolian Company, of New York.

The Ruland Agency, New York, is placing the annual statement of the Phoenix Life Insurance Company, of Brooklyn, in New York State dailies.

The Genesee Pure Food Company advertising, going through the Dauchy Advertising Agency, New York, amounts to one inch, every other day, for six months.

The Sterling Specialties Company, New York, is placing twenty-five line copy in mail-order papers and dailies, through the Stanleyway Advertising Agency, of New York.

The Williams-Clark Company, Boston, Mass., shoe manufacturers, are placing some advertising through the Wyckoff Agency, of Buffalo, in cities where that company has agencies.

Freeman Eskridge, Richmond, Va., is using one thousand inches in one year for A. T. Hatke. This agent is also placing three inches, four times, for T. J. King in southern papers. Both of these concerns are in Richmond.

The advertising of the Gordon Manufacturing Company, Harrisburg, Pa., will again go out to daily newspapers about the first of May. As heretofore, the account will be handled by the McFarland Publicity Service, Harrisburg, Pa. The new list is now being made up.

# ((OO)) GOLD MARK PAPERS ((OO))

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks ((OO)).

## ALABAMA.

THE MOBILE REGISTER ((OO)). Established 1821. Richest section in the prosperous South.

## WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 ((OO)).

## FLORIDA.

JACKSONVILLE TIMES-UNION ((OO)). Pre-eminently the quality medium of the State.

## ILLINOIS.

BAKERS' HELPER ((OO)). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago, ((OO)). Actual average circulation for 1905, 15,866.

TRIBUNE ((OO)). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL ((OO)). Best paper in city; read by best people.

## MAINE.

LEWISTON EVENING JOURNAL, daily, average August, 1907, 8,907; weekly, 17,706 ((OO)); 7.44% increase daily over last year.

## MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America ((OO)).

BOSTON EVENING TRANSCRIPT ((OO)). Established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD ((OO)). Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER OPINION PUBLIQUE ((OO)) is the leading French daily of New England.

## MINNESOTA.

THE MINNEAPOLIS JOURNAL ((OO)). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS ((OO)). St. Paul, Minn. Most reliable paper in the Northwest.

## NEW YORK.

BUFFALO COMMERCIAL ((OO)). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL ((OO)). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE ((OO)) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE ((OO)). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST ((OO)). the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW ((OO)) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

ELECTRICAL WORLD ((OO)). Established 1874. The great international weekly. (Cr. audited, verified and certified by the Association of American Advertisers. At weekly cr. during 1907 was 18,224. MCGRAW PUBLISHING COMPANY.)

ENGINEERING NEWS ((OO)). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. 16,000 weekly.

NEW YORK TIMES ((OO)). Largest gold-mark sales in New York.

THE ENGINEERING RECORD ((OO)). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE. In 1907, average issue, 20,500 ((OO)). Specimen copy mailed upon request.

D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD ((OO)). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TRIBUNE ((OO)). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent retailer and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN ((OO)) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL ((OO)). The foremost authority on city and interurban rail-roading. Average circulation for 1907 8,516 weekly. MCGRAW PUBLISHING COMPANY.

VOGUE ((OO)) carried more advertising in 1906 than any other magazine, weekly or monthly.

THE POST EXPRESS ((OO)). Rochester, N. Y. Best advertising medium in this section.

## OHIO.

CINCINNATI ENQUIRER ((OO)). In 1907 the local advertising was \$3.13% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

## PENNSYLVANIA.

THE PRESS ((OO)) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,006.

## THE PITTSBURG ((OO)) DISPATCH ((OO))

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

## RHODE ISLAND.

PROVIDENCE JOURNAL ((OO)), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE ((OO)). Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA.

THE NORFOLK LANDMARK ((OO)) is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

THE POST INTELLIGENCER ((OO)). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN ((OO)), the only gold mark daily in Wisconsin.

## CANADA.

THE HALIFAX HERALD ((OO)) and the EVENING MAIL. Circulation 15,558, flat rate.

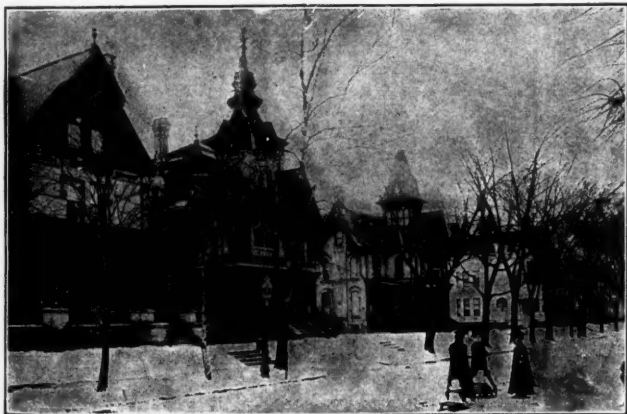
THE GLOBE ((OO)), Toronto, is to-day, as it has been for 64 years, the recognized leader in Canadian journalism.

# HOMES OF The Evening Wisconsin.



PROSPECT AVENUE.

Fourteen "Wisconsins." No other Afternoon Newspaper.



PROSPECT AVENUE.

Eight "Wisconsins." No other Afternoon Newspaper.

**P**ROSPECT AVENUE is a beautiful street, fronting Lake Michigan, of the best homes in Milwaukee, where almost every resident has the Evening Wisconsin. There are many streets in the city like it. An Album, containing many similar views, will be mailed free to any address upon application.

**EVENING WISCONSIN.**

Milwaukee, Wis.

In Spite of a General Fling

# **The Cleveland L**

In Foreign Advertising in 19

**Daily Edition**      = =

**Sunday**      “      = =

**Total Gain**      = =

*While the OTHER CLEVELAND  
PAPER Shows a Loss*

ADVERTISING WHICH HAS B

**PAUL BLOCK,** *Manager of*  
Flatiron Building, New York.

# al Fling Off in Advertising d Leader Gained

ertising in 1907 Over 1906

=	=	11,550 Lines
=	=	7,125      “
=	=	<u>18,675 Lines</u>

**CLEVELAND MORNING NEWS-**  
**a loss of 72,450 Lines.**

CH PAYS BEST—GROWS MOST.

*Manner of Foreign Advertising,*

Hartford Building, Chicago, Ill.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,  
NEW YORK CITY.  
Telephone 4779 Eekman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. HOWELL.

The address of the company is the address of  
the officers.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 30 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, February 5, 1908.

It is not half so hard to get trade as it is to retain it.

WHAT an advertisement sets forth the advertiser should bring forth.

DON'T jar the "funny bone" too much. Business is a serious matter.

EVERY advertising man who lives to his profession is an advance agent of optimism.

A CUSTOMER dissatisfied, either in his purchase or by the service rendered, can be marked non-returnable.

THERE are some unforgettable words and sentences, or phrases that stick to the memory. And they make an advertisement doubly effective.

Is THE ordinary printed folder a "bromide?"

Most men do not possess the knack of charging themselves with enthusiasm; they have to be attached to another man's dynamo at frequent intervals. The person who can "charge" men with enthusiasm and selling energy quickly becomes a leader among his fellows.

For the consideration of contemporaries, PRINTERS' INK takes occasion to remark that the first five issues of 1908 carried twelve and 4-25ths per cent more advertising—display and classified—than the first five issues of 1907; and that this business was all accepted upon a cash basis. This includes only advertising which cannot be mistaken as reading matter by anyone. Paid "write-ups" have to be taken elsewhere,—they are not accepted by PRINTERS' INK. This record cannot be approached by any of the occupants of the Little Schoolmaster's nursery.

THE first annual dinner and business meeting of the Publicity Club of Minneapolis was held in Minneapolis on January 21st. A. W. Warnock, general passenger agent of the Twin City Rapid Transit Co., was re-elected president for a second year, and W. E. Emery, consulting advertiser was re-elected secretary. Other officers elected were F. W. A. Vesper, vice-president and general manager of the Northern Rock Island Plow Co., first vice-president; L. S. Donaldson, president L. S. Donaldson & Co., second vice-president, and W. S. Harris, cashier, National Bank of Commerce, treasurer. W. B. Morris, advertising manager, Northwestern Knitting Works, and chairman of the Municipal Advertising Committee, outlined a plan for a campaign of advertising Minneapolis, to be undertaken by the club, which was enthusiastically endorsed. The club also adopted an idea for a trademark and slogan for the city.

THE Frank Seaman Advertising Agency removed February 1st to 30 West 33d street, New York.

LOUIS GILMAN, for three years office manager for Dan A. Carroll, special representative, in New York, assumed duties of general solicitor on February 1st, succeeding G. Franklin Bailey, resigned.

J. B. DIGNAM has become manager of the Hand, Knox & Cone "National List" of mail-order papers. The National List is a combination of Sunday and Saturday home papers and farm and family weeklies.

THE Corbitt Railway Printing Company, Chicago, has produced a handsome calendar in colors for the National Lines of Mexico. The six illustrations represent different types of Mexican women.

THE Kansas City Ad Club holds weekly noon-day lunches, which are beneficial to business men. Last week one of the speakers was A. H. Sheldon, of Chicago, the subject of whose talk was "Every Salesman an Advertising Man."

**Below is reprinted the editorial that was first in the first column of the editorial page of a recent issue of the New York Sun. It is given place here not because of the sentiment it conveys, for goodness only knows just what the Sun is driving at, but it is reprinted as an interesting advertisement of Heinz pickles.**

Here is the paragraph:  
WHAT WE THINK.

By an esteemed person apparently in a state of some excitement the following questions are addressed to the Sun:

"Read Taft's letter to Parsons? What do you think now?"

We have read the letter. What we think now is that the Hon. William Howard Taft has had the wit to perceive that somebody of strenuous political impulses was fast getting him into the fifty-eighth kind of a pickle.

C. FRANKLIN BAILEY, who for the past two years has been assistant to Dan A. Carroll, the New York special representative, has resigned to go on the local staff of the New York *Globe*.

THE first issue of the *Office Outfitter* has just been issued from the Chicago office of the Class Periodical Company, Old Colony Building, Chicago. Edward C. Thurnau is the president of the company, and Wesley A. Stanger is the editor. Mr. Thurnau was formerly advertising manager of *System*, and later half-owner of *Office Appliances*, having sold his interests in the latter publication last September.

THE publishers of *Printing Art*, Cambridge, Mass., will publish this month the first number of another magazine, the "Printing Art Sample Book," which will deal specifically with paper. It will not be entered at the post-office as second-class matter, and can, consequently, contain samples of different classes of paper which are now being manufactured to meet the varied demands of periodical, book and commercial printing.

**A. A. A. Meeting.** The annual meeting of the Association of American Advertisers was held in New York January 22d. Officers were elected as follows:

President H. L. Kramer, Sterling Remedy Co., Chicago; first vice-president, W. B. Cherry, Merrell-Soul Co., Syracuse; treasurer, B. M. Moses, the Omega Chemical Co., New York; secretary, T. E. Crossman.

Board of Control for one year: C. W. Post, Postum Cereal Co., Ltd., Battle Creek, Mich.; J. K. Campbell, Procter & Gamble Co., Cincinnati; H. H. Good, Carter Medicine Co., New York; L. M. Frailey, Jos. Campbell Co., Camden, and Geo. E. Hall, Andrew Jergens Co., New York.

Board of Control for two years: R. E. Queen, California Fig Syrup Co., San Francisco; G. H. McCampbell, Jr., Hall & Ruckel, New York; W. M. Wilkes, Van Camp Packing Co., Indianapolis; L. H. Soule, Bon Ami Co., New York; E. P. Mertz, Orrine Co., Washington.

THE Knoxville, Tenn., *Sentinel* has been elected to membership in the American Newspaper Publishers' Association.

E. H. KIMBALL, formerly manager of the Boston office of the Butterick Trio, has joined forces with B. L. Chapman, who recently purchased the *New England Magazine*. Mr. Kimball will have charge of all advertising matters.

A TYPOGRAPHICAL error in the detailed statement of circulation of the Boston *Globe*, printed in the January 8th issue of PRINTERS' INK, caused the edition for the second Sunday in May, 1907, to read 202,834, which was exactly 100,000 less than the actual issue of that day. The Sunday *Globe's* figures are now well above the 300,000 mark, and the edition for the day in question was 302,834 copies.

*Echo from the Nursery.* Seldom is the opportunity afforded PRINTERS' INK of quoting a contemporary more cheerfully than is given at present. The quotations are from *Profitable Advertising* for January:

"For this one time," says Mr. French, "permit us modestly to state the fact that there is not anywhere in the world a periodical devoted to advertising, in whole or in part, which will have in its January, 1908, issue more than one article of the quality and significance that is found in at least a dozen articles in this *P. A.*"

"Is it a world to hide virtues in," Mr. French, that you are so modest in praise of your own effort? Your reference is to monthly publications only, apparently, which causes PRINTERS' INK no little satisfaction. The Little Schoolmaster is almost bold enough to hope that there may be at least two articles in the five January issues of PRINTERS' INK combined which possess the "quality and significance" of the dozen Boston articles.

Let us continue with the quotation:

"We do not mean to criticise any of our contemporaries. They have their

own special objects, their own aims, and their own limitations. Some of them cater to one phase of advertising, some of them are house organs, some are personal organs. But each has its excellencies, and all seek, we are sure, to benefit the profession they illumine. Yet *P. A.* is alone in its absolute independence, in its catholicity of interest, in its attempt to represent and promote advertising as a whole, as it is alone in presenting every month a series of such vital articles as it is its pride and pleasure to put upon its present table of contents."

Truly, "he doth bestride the narrow world like a Colossus."

The editorial continues:

"As we believe in advertising so we believe that a conscientious editor or publisher is able to properly appreciate his own work. We have very carefully read all the periodicals devoted to advertising and related industries which are published in English, during the whole of 1907. We have also taken the time to carefully turn the pages of all the 1907 numbers of *P. A.*, having always in mind the friendly criticisms of some who admirably sustain the role of discouragers of egotism; and we have honestly tried to judge impartially. We never hesitate to accept a lesson in editorial policy from our contemporaries, or to credit them with the advantages they often have over us.

"This examination revealed anew to us the radical difference between *P. A.* and all other advertising journals, and the great difference in the accumulated results of a year's work. It placed *P. A.* alone, apart from all others, covering the field, so far as one magazine can, and covering it worthily, with a keen sense of its importance and of the largeness of the task. Rays of light, bright gleams of interpretation, are emitted by the other periodicals, but from *P. A.* there is a wide-angled flood of light over the whole advertising arena.

"If these words seem egotistical, let their truth be the excuse. If it may occur to some that it would be more seemly if they were uttered by others, let the fact that others have uttered and written much stronger commendations, in variety and quantity too large to admit of quotation, be an excuse for the use of these that are milder and more modest. And if it yet seems out of character for us to thus sound the loud timbrel, let us plead that we do it, after all, chiefly to exact from ourselves a pledge for 1908, that the record of *P. A.* shall overtop the record for 1907, even as we believe the 1907 record overtops all others."

In the opinion of PRINTERS' INK the above quoted editorial is by long odds the most enjoyable utterance that has been emitted by a contemporary since Teddy Eiker discontinued his Bug-house department.

## Collier's Editorial Policy

¶ "It is the aim of Collier's to present, in text and picture, the panorama of the week; to reflect impartially the best contemporary thought, and on its own behalf to speak fearlessly without partizanship on all questions affecting the nation's welfare. It aims furthermore to print the representative work of present-day writers and artists, and to keep always before its readers a high, sane, and cheerful ideal of American citizenship."

## Collier's Advertising Policy

¶ Collier's will accept no advertisements of beer, whisky, or alcoholic liquors; no advertisements of patent medicines; no medical advertisements or advertisements making claim to medicinal effect; no investment advertising promising extraordinary returns, such as stocks in mining, oil, and rubber companies. The Editors reserve the right to exclude any advertisement which they consider extravagant in claim or offensive to good taste.

# COLLIER'S

The National Weekly  
416 West 13th Street New York City

THE January issue of the *Sporting Goods Dealer*, St. Louis, which is a special annual feature, contained over 16,000 square lines of advertising, the most ever carried. The February number, just issued, has more advertising than any previous number except special issues.

THE publishers of *Comfort* state that it is maintaining its circulation of one million and a quarter copies. Through special efforts and constant improvements, the publication has been materially strengthened, so that it entirely conforms with the new postoffice regulations. As the result of an active subscription campaign, thousands of renewals and new subscriptions are being added to the list daily.

HORACE M. FORD, Boyce Building, Chicago, has been appointed western advertising representative of the *Lincoln Daily Star*.

**The Penrose Year Book.** The thirteenth volume of Penrose's Process Year Book is now ready for delivery. It is a volume of 184 pages, 7 by 9½ inches in dimension, printed on a fine quality of paper and bound in heavy board. The illustrations cover a wide range of processes and are of a very high order. The various articles are carefully written by well-known authorities of Europe and America. The work should be of value to all persons interested in illustrative methods. The American publishers are Tennant and Ward, New York.

#### MR. WEST'S TROUSERS.

#### SENSATIONAL SUIT ABOUT A SENSATIONAL SUIT.

The most sensational event of London yesterday was the case of Mr. West's trousers. Few people were aware of it, for the sensation happened in the little Westminster County Court at Lincoln's Inn Fields.

Early yesterday morning the editors of most of the London newspapers were advised by Mr. West to go to the Westminster County Court if they wanted to hear something sensational. Journalists rushed to the court, anticipating a great cause célèbre.

Nor were they disappointed. Seldom in the annals of the law has there been such a dramatic and human case. Mr. West had not over-estimated the importance of the public interest in his trousers.

The leading characters in the drama are: Mr. C. West, living at the Hyde Park Hotel.

His tailor, Judge Woodfall. And a suit of black clothes.

The plot of the story, as unfolded by the tailor, is that Mr. C. West ordered a suit for six and a half guineas, called three times to try it on, and then declined to accept it because, he said, the trousers were made like riding breeches, the sleeves were too short, and the collar rose in a lump at the back. Mr. West tried on the suit of clothes, and did *Sendow exercises* with his legs before Judge Woodfall to prove that the trousers were not all they should be. He is a modern *Beau Brummel*; he wears 3-inch collars, which he told the judge were invented by Mr. George Alexander.

"The coat is mine too big," said Mr. West, wagging it about.

"It's a perfect fit," said the tailor. Eventually it was agreed to try on the coat before another tailor, and thus the sensational case of Mr. West's trousers is adjourned until to-day.

#### CAW'N'T WE, THOUGH?

#### BRITAIN NOT BEHIND IN THE CLOTHING TRADE.

The criticisms of English business methods and English clothing by Mr. J. H. Collings, in the New York advertising publication, "Printer's Ink," are not being allowed to pass unchallenged. Mr. Collings is well remembered, blamed the British manufacturer and trader for what he declared to be our "backward position" in the commercial world. He further stated that wherever one went the word "Caw'n't" was always on the lips of the British business man.

The editor of the "Tailor and Cutter" ridiculed Mr. Collings' assertion that English clothing is crude compared with American.

"I can only understand it," he said, "on the principle that if you asked a frog what was the most beautiful thing in the world he would probably tell you his mate. The ready-made clothing system has attained a very high state of perfection, I admit, but to compare it with the bespoke system prevalent in this country is like comparing the physician's prescriptions with a quick remedy. The one is adapted to the needs of each individual, while the other may happen to be suitable, but more often than not, a disastrous failure."

The enormous trade with the United States in English tailor-made clothing is sufficient indication that Americans prefer clothing made to order to the ready-made article if they can get it at a reasonable price. But the price of the latter in the United States is too prohibitive for any but the very wealthy.

It is safe to say that the ready-made system will never obtain a hold here, because the tailor can supply a better fitting article to measure, cheaply, quickly, in a superior quality of cloth, and exactly suited to the needs of each customer.

THE DEADLY PARALLEL—THESE TWO ITEMS ARE FROM THE SAME ISSUE OF THE LONDON "DAILY EXPRESS," JANUARY 17, 1908.

BUSINESS GOING OUT.

Andrew Cone, New York, is placing 351 lines for J. J. Bamberger.

The Wheeler Condenser Engineering Co., New York, is using some classified advertising.

The Agate Advertising Agency, New York, is asking rates on three thousand and five thousand lines.

One page, one time, is being put out for the Chicago *Tribune*, by the Ben Leven Agency, of that city.

Raymond & Whitcomb, Chicago, are using thirty-five lines, three times, through Will L. Dilg, Chicago.

The Ireland Agency, Philadelphia, is placing some copy for the Woodbury Dermatological Institute, New York.

The Morse Agency, Detroit, is placing contracts for 1,000 lines to be used in one year, for Newbro's Herpicide.

J. M. Young, Jr., Waycross, Ga., is advertising proprietary articles through Armistead & McMichael, Inc., Atlanta.

The Keene Company, Ltd., New York, is putting out some advertising for "Gladphect," a corn cure powder.

The Yonkerman Consumption Cure Company, Kalamazoo, Mich., is advertising through E. H. Clarke, of Chicago.

One thousand inches are being used by the Mahin Advertising Agency, Chicago, for the N. K. Fairbanks Company.

The Cunard Line is revising its list through Albert Frank & Company, New York, with a view to adding fifty papers.

The Stevens Arms Company, Chicopee Falls, Mass., will use increased space through the Geo. Batten Agency, of New York.

Schack & Company, New York, real estate, are advertising in Saturday and Sunday papers through the Stanleyway Agency, New York.

The Shaw-Torrey Co., Grand Rapids, Mich., is placing two thousand lines, to be used in a year for the Alabastine Company, also of that city.

The La Cattel Manufacturing Company, Detroit, is advertising "Eppotone," through the O. J. Mulford Agency, of that city.

The W. S. Hill Company, Pittsburg, Pa., is using twenty-lines, eight times, in Sunday papers, for the Pittsburg Plate Glass Company.

The Dr. Wernet Dental Manufacturing Company, of Philadelphia, is using five thousand lines in one year through Arnold & Dyer, Philadelphia.

Harry L. Dix, Inc., diamond merchants, are using space in leading daily newspapers through Armistead & McMichael, Inc., Atlanta and Louisville.

Sherman & Bryan, New York, are asking rates on six inches twice a week for three months.

Sunday papers are being used by the H. W. Hedge Company, New York, to advertise C. L. Jones. Seventy-eight-line copy will be run twice.

Clague-Painter-Jones, Chicago, are contracting for ten thousand lines in one year, to advertise the Battle Creek interests, Battle Creek, Mich.

The Alfred Gratz Agency, Philadelphia, is making five thousand line contracts with newspapers of the big cities for the Welsbach Company.

The Chas. Fuller Agency, Chicago, is placing Dr. Towne Medical Company, Chicago; twenty-line copy being run once in the larger cities.

New Jersey daily papers are receiving inquiries from the German-American Agency, of Philadelphia, for rates on one hundred lines, ten times.

The Lee Roy Myers Co., Savannah, Ga., has discontinued advertising on Huckleberry Cigars, advertising only their Savaga Cigars for the present.

The Louisville Trust Co., Louisville, Ky., is using space in southern dailies through Armistead & McMichael, Inc., of the same city.

The advertising of Madame Yale, New York, is going to papers in New England cities through the M. B. Wilson Advertising Agency, of New York.

The advertising of Mabie Todd & Co.'s Swan Fountain Pen is now being handled by the Morse International Agency. General magazines are being used.

The Atlanta School of Millinery, Atlanta, Ga., is advertising its course of millinery in southern newspapers through Armistead & McMichael, Inc., Atlanta.

One-time orders, twenty-five inches, are going to New England papers through the Van Cleve Agency, New York, for "Force-of-Life," Rochester, New York.

The Hampton Advertising Company, New York, is asking rates from western dailies, for Imperiales cigarettes, made by the J. Bollman Company, San Francisco.

Albert Frank & Company, New York, are adding seventy-eight papers to the North-German Lloyd list, and are sending out three inch copy, every other day, for two months.

The Robt. R. Blackburn Advertising Agency, Dayton, O., is using two-lines, twice a week, and on Sunday, till-forbid orders, for the Victoria Remedy Company, also of Dayton, O.

Armistead & McMichael, Inc., Atlanta, are sending out classified ads to 100 southern newspapers one time a week for Los Angeles Cider Co., and also the Atlanta Cider Co., both of Atlanta.

Sherman & Bryan, New York, will this year place the magazine and trade paper advertising of the Pioneer Suspender Company, Philadelphia, manufacturers of Brighton Garters and Pioneer Suspenders.

C. P. Moorman & Co., Louisville, Ky., have placed their account in the hands of Armistead & McMichael, Inc., of that city. Copy has been prepared for Old Cutter Whiskey, and contracts will be sent out soon.

A new horticultural advertiser is the American and Japanese Nursery Company, of Baltimore, on whose account a list of selected mediums is now in course of preparation by the McFarland Publicity Service, of Harrisburg, Pa.

J. H. Wilkes & Co., Nashville, Tenn., grain merchants, are using 12 inches, 26 times, in the larger weeklies in North and South Carolina through Armistead & McMichael, Inc. Later they will take on other States. They are advertising trademarked grain for general publicity.

Returns from its advertising received since the first of the year by Peter's Nursery Company, Knoxville, Tennessee, have been so encouraging that the list of mediums heretofore used will be added to for early spring copy. This business is in the hands of the McFarland Publicity Service, Harrisburg, Pa.

Some additional business will be placed for the Glen Saint Mary Nurseries Company, Glen Saint Mary, Florida, in southern papers, by the McFarland Publicity Service, Harrisburg, Pa., for the spring season. It is probable that a number of new papers will be added to the regular list, made up in the early summer.

#### BOSTON ITEMS.

The J. W. Barber Agency, 24 Milk street, is asking for rates from newspapers generally for six line reading notices, running every other day for three months.

The President Suspender advertising put out by the Edgarton Manufacturing Co., Shirley, Mass., will go out from the Hampton Company, New York this year.

The Walton Agency is sending out orders to agricultural and daily newspapers for the advertising of Smith & Thayer, Winchester Heaters, covering three months' advertising.

Mr. Colton of Wood, Putnam & Wood is sending out orders to magazines for the advertising of Lunt Moss & Co. covering three months. The agricultural contracts went out a month ago.

The Don Shoe Co., 170 Summer st., is using a few agricultural and mail-order mediums through the Shumway Agency. This is a trial campaign and if successful more publications will be added.

H. W. Lovett, 6 Beacon street, is asking for rates from magazines and newspapers for some new business. He is now placing the Hood's Milk advertising and has several new accounts in view.

Plans are being made by Mr. Kelsey of the *Youth's Companion* for fall advertising. Contracts are being made through N. W. Ayer & Son for back covers and inside space, Oct., Nov., Dec. in magazines.

Orders are going out through the H. B. Humphrey Co., for the advertising of the *Little Folks' Magazine*, Salem, Mass.; F. E. Thompson, Worcester, Mass., and Whitney Law Corporation, New Bedford, Mass.

Arthur B. Harlow, advertising manager of the Mellins Food Co. has completed the list of the magazines for the year. Many changes have been made and a large part of the appropriation will go into the women's publications.

J. L. Wison who formerly had offices in Portland, Me., representing the F. P. Shumway Co., is now located in Boston with the same agency. He is still placing the advertising of the Portland concerns whose advertising he handled while there.

Mr. Perry, New England Passenger Agent, Canadian Pacific Railroad, is continuing all contracts in newspapers t. f. pending the approval of the list from the Montreal office. The definite orders for a year's advertising are expected to go out very soon.

The list for the advertising of United Fast Color Eyelet has been made up and contracts are going out for four half pages—two in the spring and two in the fall—from the P. F. O'Keefe Agency. General magazines, weeklies and women's publications are being used.

H. H. Luther who has charge of the advertising of the American House, is sending out orders to newspapers through New England for the advertising of this hotel. The advertisements are to run twice a week for a year. Payment is made in exchange for rooms and board.

Within a short time the appropriation for the advertising of the Shaw Stocking Co. will be placed for 1908. Inside space and back covers in the magazines will be used. Wm. E. Hall is the advertising manager, and the business is placed by Allan Wood of Wood, Putnam & Wood.

S. A. Conover of N. W. Ayer & Son is contracting for back covers and color work in leading magazines for the advertising of New England Confectionery Co.—Neco Sweets. Where back covers are taken additional space inside is contracted for. This office is also sending out orders to agricultural papers and general mediums for the advertising of the Gregory Seed Co., Marblehead, Mass.



## GOOD NEWS FROM HAMPTON.

The recent period of business depression affected the advertising business as well as other lines, but to many agencies it only presented an opportunity for greater efforts. One of these was the Hampton Advertising Company. The Hampton Company has always been a strong believer in the policies it advocates for its clients, and with the idea in mind that the time had come when some of their own medicine would be a good thing for itself, large space was arranged for in over 100 of the more prominent newspapers of the country to carry messages of optimism and business advice and suggestion to American manufacturers.

In a recent interview J. D. Hampton stated to a PRINTERS' INK reporter that a let-up in business was foreseen by them in the fall and was prepared for. "Our business-getting endeavors," said Mr. Hampton, "were more pronounced than ever before, and the effects we have felt are more than satisfactory. We have a fine line of new accounts which will start this spring, while business from our regular clients will be excellent. I think we will place more business during 1908 than 1907, and that was our banner year."

A number of changes have been made in the personnel of the executive staff, which will without doubt result in greater efficiency in the service rendered by this agency.

Some of the more prominent of the new Hampton accounts are:

John Wanamaker (Newspaper advertising); Studebaker Bros. of New York (Motor Cars); Hunter Arms Co., Fulton, N. Y. (L. C. Smith Guns); J. Wiss & Son Co., Newark, N. J. (Razors); Lozier Motor Car Co., (Automobiles); Aeolian Company (Weber Pianos); Cleveland Motor Car Co., Cleveland, O.; The Mona Manufacturing Co. (Mona Seamless Corsets); C. A. Edgarton Mfg. Co. (President Suspenders); Hartford National Bank; Stone & Webster; Old Town Canoe Co.; Guyer Hat Co. (Kingflex Hats).

For the Studebaker account

liberal newspaper space is being used, and the results of the Hampton Company's publicity service have also been distinctly apparent in the company's work. The Hunter Arms advertising at present will be confined largely to magazines, the new one-trigger device which is attached to the Smith Guns being given prominence in the publicity. The Wiss Razor account includes the use of both newspapers and magazines, as will also the Guyer Hat Co. The Mona Manufacturing Co., a new concern, located in Bridgeport, Conn., will advertise the new Mona Seamless Corset in the magazines, and in the newspaper space of the dealers handling the corsets.

It is interesting to note that at least one concern recognizes the present unusual conditions as another opportunity where advertising demonstrates more than ever its right to consideration in the minds of business men.

## THE "MUTUAL FRIEND" IN BUSINESS.

W. H. Black, advertising manager of the Butterick Trio, in assisting advertisers in the details of their campaign, always lays great stress on the use of "Consumer Inquiries" on the dealer. "Everybody knows," says Mr. Black, "what a help it is in an interview with a stranger, when the discovery of a mutual acquaintance is made. 'So you know Mr. Smith, do you?' gets you down to a point of friendliness with the man, that would ordinarily take a much longer time. To link up closely the consumer inquiry for your product with the consumer's own dealer has just about the same effect. When you are soliciting a new dealer for an order, to put right at the top of your letter the name of some woman that he knows—whose patronage he values—makes it almost absolutely certain that he is going to read your letter through and study your proposition carefully."

# SELF-ADVERTISING BY NEWSPAPERS.

There is always a serious question as to the ultimate benefits of rushing into print with accounts of the marvelous results occasionally secured by an advertiser; it so often leads the unsophisticated to expect the same or greater results with an entirely different proposition—one, perhaps, for which similar results would be unattainable except by something akin to a miracle.

Perhaps no single thing has made it so difficult to hold the small advertiser in line as the promulgation of the idea that advertising alone built the Wanamaker, Field and other great businesses, implying that persistent advertising in liberal space would quickly make a merchant prince of any cross-roads storekeeper. Naturally this was, and is still, an easy way to get advertising, but it leads to disappointments which often make it impossible to hold the business so easily secured. In other words, advertising that is to stick must be sold on what it is likely to accomplish for a given business, and not on an occasional ten-strike made by another business under unusual conditions.

So it would seem safer for most newspapers to advocate advertising on broad publicity lines—to emphasize its cumulative, rather than its direct and immediate value—to tell what class of people the paper goes to, and how many of them. Even if it were reasonably certain that all advertisers would get such results as those cited in a particular instance, it would still be better to leave some agreeable surprises for the new advertiser, getting him started through a well fixed faith in the attainment of general results, and making no attempt to work him up to that fever heat of enthusiasm which is so likely to give place to a serious and lasting chill.

The following ad, from the Chester (Pa.) Times, prepared

by S. W. Long, advertising manager, is built on these general lines:

## MILESTONES AND PERSISTENCY IN ADVERTISING.

Did you ever ride along a road marked by milestones? Easy matter to find your destination, wasn't it?

Then, did you ever ride, dependent on the milestones for guidance, and have them suddenly stop? Hard to find your way, wasn't it? If you hadn't had some particular reason for going on you, no doubt, would have turned off at one of the better paved cross roads.

Advertising—regular, persistent advertising—is the milestones that lead travelers on trade's highway to your place of business.

But the line of guidemarks—ads—must be unbroken, else the prospective buyer will turn aside to one of the easier-to-know-what-he-has merchants—the fellow who through his regular "store news" keeps customers informed as to what he has that they want.

The Times Advertising Department should like to tell you about this trade-getting publicity. Bell phones 666 and 667; Local phone 19.

And the reprint below, from a circular prepared by Walter E. Ruemelin, assistant publisher of the Peoria (Ill.) Sonne, while perhaps less inspiring is more informative, as of course a circular may well be:

## NEIGHBORHOOD TALK—OF A SUBSTANTIAL KIND.

If people in any neighborhood are desirable as purchasers or patrons, whoever would establish in business among them will have to recognize them—will need to talk to them.

Peoria and adjacent district is in every way a good neighborhood. It is the second community in the State of Illinois, of which it is the approximate central point, surrounded by an expanse of fertile acres that produce an abundance. The sturdy artisan finds excellent opportunity to ply his handicraft profitably in the city and suburbs; commercial and professional men are here, numerous and well-to-do. The city has 85,000 inhabitants, exclusive of suburbs and environs. Within a large radius the people look to Peoria in their own interests.

We excel in enormous facilities as a distributing point, having twelve railroads and two belt lines handling our traffic, beside four packet companies operating on the Illinois river, north and south to the Mississippi, so that our expansion is predestined and natural.

Withal we are in a district of substantial resources, inhabited by progressive, liberal, intelligent people.

You are invited to talk to the neighbors and we furnish the means of making your talk impressive.

The Peoria Sonne (Sun), a modern

American newspaper, printed in the German language, reaches a class of readers constituting over one-third of the entire population hereabouts.

In selecting a newspaper as advertising medium, bear in mind that the *Sonne*, is acknowledged the Bright Light for Right Light—issued in Daily, Weekly and Sunday editions. Its unfettered individuality lends it distinction and it carries prestige.

Your talk, when presented through us, will be sure to influence the neighbors in your behalf.

Let it be inserted to an extent to do you full justice.

One of our staff gathered metropolitan experience in publicity—English and German—and we can assure you careful attention, and suggestions. Thus, also, we can help your talk.

The possibilities in the neighborhood will show in returns, whether in Display Space, Readers, Amusement or For Rent, For Sale, Wanted and similar announcements.

A talk like the foregoing, however, giving figures representing population, emphasizes the absence of figures as to circulation, and makes rather unsatisfactory the very general statement that the paper "reaches a class constituting over one-third of the entire population hereabouts."

Here is still another good general argument, though by no means a new one, from the *Binghamton* (N. Y.) *Republican*:

Are You Traveling By Ox-Team On "THE ROAD TO MARKET?"

According to Franklin, the "road to market" was "plain" even more than a century ago.

The years have brought a succession of improved methods of traveling on the same old road, however; and now the former weary time and distance have been almost obliterated.

Just as steam and electricity have shortened the distance between London and Liverpool, Paris and Marseilles, New York and Chicago, so has Newspaper Publicity shortened the distance between Your Market and You!

You can still travel from one city to another by ox-team, and have a fair chance of reaching your destination Sometime. But you would not willingly choose the ox-team for a thousand-mile trip if a fast express train were available!

So it is in traveling on this "road to market!" You might find your market Sometime by using the ox-cart sort of publicity—the poster and sign-board sort; but why not eliminate time and distance and annoyance and disappointments by taking the fast express to Your Market—which is typified by modern, aggressive and adequate newspaper advertising.

And here is one from the *Williamsport* (Pa.) *Sun*, which,

though along entirely different lines, is well calculated to exert a mutually helpful influence on many who place advertising on the basis of most space for least money, or run a "card" when they need a couple of hundred lines or so:

YOU PAY TOO MUCH FOR

Your Newspaper Advertising When YOU PAY TOO LITTLE FOR IT!

That which is inadequate to serve your purpose costs too much—if it costs anything at all. In a watery emergency a life-preserver with buoyancy sufficient to support a weight of but ten pounds would not be a bargain—or a desirable investment—For You, even if the price should be low.

A collar three sizes too small for you is not cheap at any price, if you seek a collar for your personal use.

Ten per cent of as much newspaper publicity as your business requires is not a good advertising investment. Nor is "cut-rate" publicity of any sort or quantity likely to be a sensible investment.

When you use too little space in the best newspaper medium, your advertising costs you too much! Some merchants who have followed this plan will assure you that it is hard to see wherein advertising pays.

But advertising pays well enough when you pay well enough for advertising!

And on this proposition the *Sun* "makes good."

Anti-substitution copy will seldom influence business from the general advertiser unless there are other good reasons why he should use the paper that runs it. It will, now and then, antagonize the local advertiser, especially if, in his judgment, it is necessary or desirable for him to recommend an article other than the one called for. Still, on general principles, on the generally correct assumption that the manufacturer has made the local market for his trademarked goods, and perhaps as a matter of justice to the reader, anti-substitution advertising seems fully justified. In any event there is a great deal of it and much that is well done.

Of the specimens at hand, the following seem, from all points of view, to have the preference.

From the *Minneapolis Journal*:  
IT IS PRESUMPTION TO SAY  
YOU HAVEN'T A MIND OF  
YOUR OWN.

yet that is what is practically said to

you when you ask for an advertised article and are offered a substitute by a dealer. He would give you what you made up your mind you wanted but for the fact that a substitute pays him a larger percentage of profit. Such a dealer's interest lies only in making as much money out of you as possible. The first-class dealer would have given you what you asked for, by that course admitting that you had a mind of your own and were capable of exercising it. Show the substitutor that you have a mind of your own by getting what you ask for.

From the *Kansas City Star*:  
**DOES THE DEALER KNOW BETTER THAN YOU WHAT YOU NEED IN YOUR HOME?**

If not you owe it as a duty to yourself to insist on getting what you ask for when you try to buy an advertised article.

You are attracted by the advertisement in this paper; you read it and make up your mind that the goods advertised are what you want. You enter a store to make your purchase.

Be true to your conviction and get what you ask for.

**AVOID SUBSTITUTES.**

From the *Daily Eastern Argus*, Portland, Me.:

**GET WHAT YOU ASK FOR.**

There are many reasons why you ask for advertised articles, but absolutely none why you should let a substituting dealer palm off something which he claims to be "just as good" or "better" or "the same thing" as the article you requested.

The advertised article must of necessity be of the highest quality, otherwise it could not be successfully sold and the advertising continued.

The buying public recognizes the superior quality of advertised articles. The substitutor realizes that fact and tries to sell inferior goods on the advertiser's reputation.

**PROTECT YOURSELF BY REFUSING SUBSTITUTES.**

From the *Montgomery (Ala.) Journal*:

**YOU TAKE A BIG RISK**

when your dealer says to you "We have our own brand, which costs less because we don't have any advertising expense;" or, "This is just as good and costs less;" or, "We know this brand and recommend it. The kind you ask for costs more, and you couldn't tell the difference."—If you take his advice instead of insisting on the advertised brand.

You asked him for what you wanted—probably because advertising of one kind or another had convinced you. The manufacturer who did that advertising did it at a considerable expense to prove to you that his goods were worth trying.

If he didn't use every care to make

them just as perfect as he knew how, he couldn't hope that they would convince you of their merit when you tried them. Yet he spent his money to reach you with his arguments, trusting to his goods to prove them.

Isn't it pretty certain then, that they are good of their kind?

When he has created a general demand for his goods, in come the imitators, trading on his demand—the "just as good" and all the rest, with no carefully built up reputation to preserve, no expensively bought business to endanger, and probably little or no expense in making the product they hope to substitute for the advertised article.

Your Safety lies in the advertised brand—back of it is the maker's guaranty and the newspaper's guaranty. The Dealer who offers you something "just as good" isn't good enough for you. Tell him his guaranty is not good enough and

**ASK AGAIN FOR WHAT YOU WANT AND INSIST UPON GETTING IT!**

**"LAGNIAPPE" IN NEW ORLEANS.**

Under the terms of the Anti-Lagniappe agreement all Christmas gifts and calendars are barred and should not be given under any circumstances. The fact that the holidays are rapidly approaching is considered sufficient reason why the grocers should be advised, as they are not expected to wilfully give away their goods as was done before the association began its fight against lagniappe, prize tickets, Christmas gifts, calendars and all free gift schemes.

A large number of progressive retail grocers have not given Christmas gifts and calendars in many years, and they often ridicule the idea of other grocers spoiling good customers by methods of this character. Some retailers have made it a point to hand out valuable and costly presents during Christmas time, but when they went in on the Anti-Lagniappe agreement the early part of the present year they agreed to cut out these schemes and notify their customers not to expect anything in the free gift line this year.

As the result of the crusade started against calendars it is estimated that the calendar solicitors found it practically impossible to get any orders for calendars for 1908. There was a tremendous falling off, as the grocers positively refused to handle them because they are barred according to the agreement.

Heretofore hundreds of dollars worth of Christmas presents were given away each year without bringing in any new business, but this year the habit will be cut out. The association and the lagniappe campaigners stand firmly against calendar and Christmas presents, and they are urging the grocers to stand by their agreement the same as they did when it came to putting lagniappe out of business.—*Louisiana Grocer.*

# The Latest Date Is February 15th

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upon which statements of copies  
printed can be received for the  
1908 edition of

## *Rowell's American Newspaper Directory*

By this date, also, copy for  
all display advertisements and  
publishers' announcements should  
be received.

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**Printers' Ink Publishing Co.**

10 Spruce Street    ::    ::    New York

# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of *Printers' Ink* will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

Doubtless the idea of the man who designed this "Macbeth" magazine advertisement was to show a good picture of an attractive lamp and add a touch of romance by introducing the affectionate couple in the lower left-hand corner.

The purpose was an excellent one but its execution is rather unfortunate. The picture of the lamp is unsatisfactory because incomplete, and the people are so

shirt ads represent two widely different methods of approaching



There is romance in the fireplace and the lamp—not in the register and the gas jet.

MACBETH'S lamp-chimneys, of perfect Pearl Glass and perfect fit, make poor lamps useful and comfortable as well as poetic. They turn all of the oil into light—none of it into smoke, and give all of the light to *you*, instead of the ceiling. They never break from heat. The genuine have my name on them.

My Lamp-Chimney Catalogue is full of practical suggestions about lamps, chimneys, wicks, oils, and how to keep them in order. It tells which chimney will give the best light on every kind of lamp. It saves a great deal of bother and money. I gladly mail it, free, to anyone who writes for it. Address

MACBETH, Pittsburgh

NO. 1

small that they would hardly be noticed by the casual eye.

This is one of a multitude of instances of a good thought rendered ineffective by poor arrangement and faulty proportions.

The illustration marked No. 2 embodies the idea behind the original advertisement in a better way.

\* \* \*

Comparisons may be odious, but they are sometimes useful.

The E. & W. and the Cluett



NO. 2

the public. Earl & Wilson say "Ours is a modern garment. Yours is not unless we made it."

*Earl & Wilson*

Shirts—Ours is a modern garment. Yours is not unless we made it.

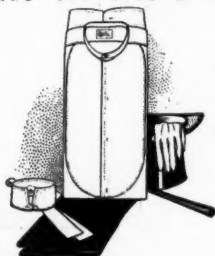
EARL & WILSON.

*Dress Shirts.*

This statement is in the language of the day, a rather large

order. Nobody is going to believe that it is true. Even if it were true its tone is little short of offensive. No man likes to be told that his clothing is out of date and unfashionable, and every man who makes any pretence to being well dressed will resent the statement that he is a back number just because he does not happen to wear E. & W. shirts.

ON AND OFF LIKE A COAT



## Cluett

### DRESS SHIRTS

We are responsible to you for fit and workmanship: Fashion orders styles and we obey—promptly. We are well acquainted with Fashion and often receive her order first. \$1.50 and more.

CLUETT FROBES & CO. Makers of ABERNETHY Collars, 429 Boro St., Troy, N. Y.  
THE CLUETT SHIRT DOGS WILL BE SENT ON REQUEST

Things which are advertised are shown for sale.

On the other hand, the statement made in the Cluett advertisement is modest, but at the same time dignified and convincing. Perhaps the advertisement might say more without doing any harm, but what is said is certainly in good taste.

\* \* \*

Somebody with a lot of time on his hands and a burning desire to advance the cause of good

Take off your Hat to the  
Writers for Circulars  
and Prices to  
**F. E. MYERS & Bro.**  
Ashland, Ohio

**THE PUMP THAT** **PUMPS** **HAY TOOLS** **BARK DOOR HANGERS** **HAY RACKS** **CLAMPS**

advertising will find a wide field of usefulness in agricultural advertising. Two typical agricultural advertisements are repro-

duced here—one of Myers pumps, and the other of a chicken food. Their crudity is apparent.

The Myers advertisement could not be made a worse hodgepodge by any known method of plastering type and cuts together,

**B. B. B. CONTAINS EVERY PART OF AN EGG, ALBUMEN, YOLK & SHELL.**



"What's the matter, children?" "We want some B. B. B."

**GREATEST MEAT FOOD KNOWN FOR LAYING HENS AND GROWING CHICKS B. B. B.**

**Boiled Beef and Bone**

Differs from all other poultry food, in that it is made from **ABSOLUTELY FRESH MATERIAL**. The Castle and Sheep Heads, Lights, Livers and Beef are cooked, dried, ground, mixed and bagged, all within six to ten hours from time of killing.

**GUARANTEED** cheaper than meat; safer than medicine; rich in albumen. It promotes laying, assists in molting.

50 lbs., \$1.50; 100 lbs., \$2.50. Samples sent free.

**D. W. ROMAINE.** 225-227 Mercer St., Jersey City, N. J.

and the B. B. B. illustration is not only moderately silly but a very poorly executed design for the purpose intended.

The advertisers in agricultural papers seem to need a long lecture course on the fundamental principles of good advertising, particularly as related to simplicity and cleanliness. The fact that they are addressing tillers of the soil is no reason why they should approach the task in an untidy manner.

### WOOD PULP.

New York alone consumes each year over a million and a quarter cords of wood in the manufacture of pulp, or more than twice as much as Maine, which ranks next. Wisconsin, New Hampshire, Pennsylvania, and Michigan follow in the order given. Sixty per cent of the wood used in New York was imported from elsewhere, and even so the supply appears to be waning, since the total consumption for the State shows a small decrease since 1905, whereas other States named have all increased their consumption. Other States important in the production of pulp are: Massachusetts, Minnesota, Ohio, Oregon, Vermont, Virginia, and West Virginia.—Office Outfitter.



## FROM AN ADVERTISING PUBLISHER.

"I am not trying to educate advertisers to use our publications. That is unnecessary, but the advertising that we do in other publications is for the purpose of reaching the men or firms who ought to advertise.

"If all business men realized fully what good advertising could do for them in building up their business there would be an over production of advertisers. But the more advertising we have, if it is varied in the information it gives, the more valuable is our publication to the reader.

"There are thousands of manufacturers who ought to begin advertising. Many of them know it, but they hate to spend the money, and it takes a long time to get their courage up to the sticking point, and that's the reason why we keep at them. The trouble with many of them is that they want to feel absolutely sure of getting two dollars back immediately for every dollar spent. Their faith in the future is rather weak. They wish they were in the same position as the larger advertiser, and hope some time to get there; but their back-bone is nothing but a wish-bone. They are timid, they lack nerve, and are afraid of risking a dollar for a future benefit; and with many it takes a long time for them to digest the facts and reasons we put before them. And if we didn't keep continually at it we would probably lose the effect of all that has gone before."—Cyrus Curtis, in *Agricultural Advertising*.

## Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$40.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

## WANTS.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENTON, Owego, N.Y.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 118 Dearborn St., Chicago.

ADVERTISING SOLICITORS for new scheme in your own town. Address "IDEAS FOR ADVERTISERS," 238 So. Trumbull Ave., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AN ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPLETON," care Printers' Ink.

ADVERTISING MAN wants position. Nine years' experience N.Y. Advertising Agency and trade paper. Piece work written and illustrated. WOLFORD, 170 S. 25th St., Newark, N. J.

POSITION WANTED as advertising manager-solicitor or ad-writer; 12 years daily news paper experience. Ability and character A No. 1. Address "H." care of C. R. Dwyer, 302 Broad St., Harrisburg, Pa.

WE WANT REPORTERS, with experience, news sense and good appearance. Pay \$10 to \$15. Also want linotype operators and cylinder pressmen. Booklet No. 7 is free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and mail-order dealer. Best "Ad School" in existence. Trial subscription, 10c. Sample copy free. ADVERTISERS' MAGAZINE, 815 Grand, Kansas City, Mo.

TWELVE OFFICES covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. HAPGOODS, 305 Broadway, New York, or 104 Hartford Building, Chicago.

WILL buy desirable weekly newspaper property near Pittsburgh or in Ohio. Can pay \$2,000 cash and am willing to undertake fair amount of deferred payments.

Address "K. A." care Printers' Ink, New York.

WANTED—Capable man to act as Assistant Circulation Manager on a weekly and monthly farm publication. Young man who has had experience on publications of this class preferred. Address, stating salary expected and giving references, "CIRCULATION MANAGER," care Printers' Ink.

\$25 WEEK—Department Store Advertising Man, desiring to get into general publicity field, seeks position with advertising agency or any reliable firm. Taking stenography course now. Future and not salary is considered; 24.

"W. R. C.," Box 47, Waukegan, Illinois.

WANTED—Permanent position as Western Advertising Representative for leading mail-order publication; age 23. Have had several years' experience with one of the largest and most successful Advertising Agencies in the West. Address JAMES E. LAMBERT, care General Delivery, Chicago, Ill.

WANT POSITION—Business manager or advertising of good news or trade paper. Am now in charge of the branch office for largest trade paper of its class. Experienced in newspaper business and good ad getter. Let's investigate each other. Understand publishing business, too. Address "F. W.," Printers' Ink.

ADVERTISING MANAGER WANTED—Unusually desirable position as advertising manager, correspondent, and general office man, is open to some one who will invest from \$3,000 to \$5,000 in a part interest, in a very high-class manufacturing and mail-order business located on Broadway, New York City. Rare opportunity for the right man. State age, experience, and give references in first letter. "OPPORTUNITY," care Printers' Ink, New York.

## Office Salesmen Wanted.

The largest advertising agency in the country has recently called on me for a competent Office Salesman (willing to pay up to \$125 a week); a big Chicago mail-order house wants a head correspondent (willing to pay any price a man is worth); the biggest music house in America has needed several Office Salesmen.

Every competent Office Salesman I know in Chicago is getting \$5,000 or over—one is barely 31 years old. There never was such an opportunity before.

To meet this demand I have just prepared a new Complete Training Course, which I shall give personally to only 50. It will cover the whole art and science of Office Salesmanship for some one business chosen by the student, and when I place a graduate I will coach him through to success. In the past most of my students have been prominent business men learning how to make their own business more successful. This course will give an expert advertising service for the head of a small house.

My new book, "How to Do Business by Letter," surpasses all others, the ONLY AUTHORITY book now published. Over 100 model letters of all kinds—Letters that Have Actually Pulled Big Business. Thousands of points on correctness, style, business usage, postal regulations, etc., etc.

Price, \$1. Money back if not satisfied. SHERWIN CODY, 144 Security Bldg., Chicago.



**YOUNG MEN AND WOMEN**  
 of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 765 Metropolitan Annex, New York.

**COIN CARDS.**

2 PER 1,000. Less for more; any printing.  
 3 THE COIN WRAPPER CO., Detroit, Mich.

**DISTRIBUTION.**

**Mr. Advertiser,  
 Can't You Use It?**

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so Distributed or destroyed.

WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO.,  
 700 Oakland Bank Building, Chicago, Ill.

**PAPER**

**BASSETT & SUTPHIN.**  
 62 Lafayette St., New York City.  
 Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

**PRESS CLIPPINGS.**

**ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 35th Street, New York City,** sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**PREMIUMS.**

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (20) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

**PATENTS.**

**PATENTS that PROTECT**

Our 2 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. H. LAUEY, Washington, D. C. Estab. 1869.

**SUPPLIES.**

**MR. PUBLISHER:** You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers. No other paste so clean, convenient and cheap. Sample free. BERNARD'S PASTE DEPARTMENT, Rector Building, Chicago.

**FOR SALE.**

**LARGE-T JOB PLANT** in city of 40,000, doing \$1,500 a month, for sale on account of death of owner. Five thousand dollars cash; balance on easy terms.

Address H. S. JEWELL, Springfield, Mo.

**\$6,000 CASH WILL SECURE** two thirds interest in \$15,000 newspaper and job printing business in New England city of over 10,000 people. Balance deferred. Owner ready to retain part interest. Up-to-date equipment. All communications confidential. NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

**COIN MAILER.**

2. 60 PER 1,000. For 6 coins \$3. Any printing.  
 2. ACME COIN CARRIER CO., Burlington, Ia.

**ADVERTISING NOVELTIES.**

**EVERY** conceivable kind, from all manufacturers. E. W. FRENCH CO., 1 Heckman St., opposite Postoffice, New York.

**WALL CALENDARS.**

**PRINTERS and STATIONERS** who are selling Wall Calendars write to us for our 1900 Calendar Samples, which cost us over \$6, and which we will send to the trade (to those who mean business) for \$2.75. Our line contains about 200 selected designs and our prices are 25 per cent lower than any house ever offered. We want one printer in each town, who can do the business, and will make him a special offer. State amount of business done last year. PENN CARD AND PAPER CO., 14 N. 6th, Philadelphia, Pa.

**PUBLISHING BUSINESS OPPORTUNITIES.**

**\$100,000 Cash**

Will buy a substantial interest  
 In a thoroughly established and  
 Dividend-paying publishing  
 Business. This  
 Interest is available  
 Purely on account of personal  
 Reasons, which in no way  
 Reflect on the property.  
 This is an exceptional  
 Opportunity for a wealthy  
 Man who desires to connect  
 His son, in a permanent way,  
 With a strong publishing house  
 Whose name is a household  
 Word. Buyer  
 Must possess high  
 Character and good ability, and  
 Also be personally satisfactory.  
 Property can be disclosed only  
 To principals who are prepared  
 To meet above conditions.

**EMERSON P. HARRIS,**

Broker in Publishing Property,  
 253 BROADWAY NEW YORK.

**THE MAN WHO WILL  
 IS THE MAN WHO CAN**

THADDEUS DAVIDS CO., 127 William St., New York. ESTABLISHED 1825.

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers.

## BOOKS.

## Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 6x8, set in long primer, with many half-tone portraits (cloth and gold). Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

## HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

## NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

## ADVERTISING MEDIA.

THE TROY (Ohio) RECORD gives authorized advertising agents 15% commission. Advertisers placing business direct must pay rates net. Big advertisers not excepted.

## MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

## PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads; factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98 Cuba, N. Y.

## ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

I. L. DOWDEN AGENCY, Kingston, Jamaica. All kinds of advertising.

THE IRELAND ADVERTISING AGENCY, 1029 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 45 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the TRADE JOURNALS our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

## BOOKLETS.

**BANKERS.** We have a booklet for Banks that should interest every Bank President and Cashier. They cost: 500, \$20; 1,000, \$35; 1,500, \$50; 2,000, \$65; 2,500, \$80; 5,000, \$65. Free sample to Banks only. Printers' Ink Press, 45 Rose Street, New York.

## NEW PUBLICATIONS.

THE TICKER—A Magazine for Speculators and Investors. Money-making ideas and methods. Sample, 25c.; 4 months, \$1. TICKER PUB. CO., 517 Wall-Exchange Bldg., New York.

## INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 912 Elm Street, Cincinnati, Ohio.

## BUSINESS OPPORTUNITY.

## How Do You Measure?

## Supposing—

You have to sell soap. Your customer is 4,000 miles away. You have never seen him—never expect to.

## Can You Write a Letter To Do The Trick?

A position goes with the best letter. Send it to A. R. STREET, Printers' Ink.

## FOR RENT.

FOR RENT—In Advertising Agent's offices in Flatiron Building—small private office and desk room. Address F. H., care Printers' Ink.

## COLLECTIONS.

## Cash For Old Accounts

comes easily and direct to you if you use Archbold's Collection System. Special outfit for making 10 collections, postpaid, 50c.; 25 collection outfit, \$1; 75 collection outfit, \$2; with complete instructions to collect quickly and at a cost of only two cents for each collection. Used in all lines of trade. Money back if not satisfied.

## ARCHBOLD'S.

8918 Meridian Ave., Cleveland, Ohio.

## TWO LIVE ONES

## WICHITA DAILY LIVE STOCK JOURNAL

The Only Daily Live-Stock Paper in Kansas—the Official Live-Stock Market Paper of the Great Southwest. Reach the desired class direct through the right medium.

Rates: the *agate line*, 10c.

## Agricultural Southwest

The acknowledged favorite in Kansas, Oklahoma, Texas, Arizona, Colorado and New Mexico. A "Live" Weekly—the farmer "can't lay it down." All the news and all the ads.

Rates: the *agate line*, 10c.

SOLE REPRESENTATIVES  
CHAS. WILLARD MYERS  
ADVERTISING AGENCY  
WICHITA, KANS.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

CHARLES LEHMAN & COMPANY,  
General Merchants,  
LEWISTOWN, Montana.

Editor Ready Made Department:

DEAR SIR—We herewith hand you a collection of ads; it's the candy ads we desire to have you criticise, the other ads we have a sneaking idea are very bad. However, any remarks you desire to make concerning them, no matter how unkind, will be gratefully appreciated by us.

Yours respectfully,

(Signed) CHARLES LEHMAN & Co.

There seems to be nothing in particular the matter with the candy ads, except that some of the headlines do not, in themselves, carry any message or even suggest any particular line of thought, as shown in the following reprints:

### THERE'S NO MYSTERY

about our Candy Department—it's all in the open—under glass—that's what makes it clean, attractive and appetizing. Then the Candy Girls take such pleasure in showing them to you, especially the pretty gift boxes of burnt wood.

LEHMANS

Chocolate Dipped Molasses Chips  
50c. per pound.

### HAVE YOU

ever considered the quality of your candies—we can tell you a few things about it. The best way, however, is to call at our Candy Department and you will see for yourself. The Candy Girls are showing a dandy line of Hand Dipped Chocolate Creams, put up in Shield Shaped boxes, at 75 cents the pound.

LEHMANS

Chocolate Dipped Creams  
50c. per pound.

On the other hand, some of the headlines are suggestive of things which are not often associated with candy in the buyer's mind, as, for instance, in these examples, one of which suggests a picture dealer's announcement:

### MINIATURE PHOTOGRAVURES

of the Gibson Girls are done in hand-work upon the boxes of Fancy hand-dipped Chocolate Creams. We have them in one-half and one pound boxes at 40c. and 75c.—they're sweet to look upon, they're sweet to eat—the Candy Girls say that you'll just "dote" on

them. Have you noticed our rapidly increasing business in the Candy Department—it's the quality and price, coupled with cleanliness that has made it.

LEHMANS

Chocolate Bon Bons  
50c. per pound.

### BASKET WEAVE

boxes of candy imported from France—a very pretty gift—contain none but the choicest chocolate hand-dipped creams, served by pretty Candy Girls, attired in snowy white. That is what makes our Candy Department.

LEHMANS

Nut Top Chocolates  
50c. per pound.

Just one of the lot carries an indication in the headline of what it is all about, and this is the one:

### SWEET THINGS

for sweet lips,—you will find them in our Candy Department—they're hand-dipped chocolate creams put up in from one half pound to five pound boxes—oh, but they're jolly, dandy fine—our Candy Girls never get tired gushing about them—they will be tickled to death to show them to you.

LEHMANS

Shelled Walnuts 60 cents  
per pound.

I believe that the display ought to come pretty near to telling the story, or at least the character of it, just as the caption of a news article tells you at once whether the matter which follows it is likely to be of interest to you. If it is necessary to use a display line down in the middle of the text and to cut the name down to very small type, don't hesitate to do it, for then you convey your message, even to the busy man or woman who goes hurriedly through the paper and catches only the prominent lines. In order to show just what I mean I have re-arranged the "Miniature Photogravures" ad without any material change in the wording or any attempt to improve it, except to put the points in their logical order and tell the gist of the story in the display. In the

re-arrangement a little more space has been taken for display lines, but the matter can be put into the same space; and while it may not look quite as pretty as the original, which was set in excellent taste, I believe it will do more business:

#### FANCY HAND-DIPPED CHOCOLATE CREAMS.

We have them in one-half and one pound boxes, at 40c. and 75c., with miniature photogravures of the GIBSON GIRLS DONE IN HAND WORK ON THE BOXES.

These chocolates are sweet to look upon—sweet to eat. The Candy Girls say that you'll just "dote" on them. Have you noticed our rapidly increasing business in the Candy Department? It's the quality and price, coupled with cleanliness, that has made it.

LEHMANS,

Chocolate Bon Bons 50c. per pound.

The "Sweet Things" ad makes a good start but it gets a bit "mushy" down toward the middle, and rather overdoes the adjectives. "Jolly dandy fine" is "going some," if you will pardon the slang; and, as for the rest of it, I don't want the "Candy Girl" who waits on me to do any "gushing," nor do I wish her to be "tickled to death" in showing me the "jolly dandy fine" candy.

*Something a Little Different in a Checking Account Argument. From the Janesville (O.) Signal.*

### Nineteen Ninety- Nine.

What would be the easiest method of paying a man you owed this amount? Could you gather up a ten-dollar bill, a five, four ones, a half, a quarter, two dimes and four coppers? There is a much better way for the man with a checking account. He writes \$19.99 on a blank check, signs his name and hands it to the other party. Carry a check-book with you always. There is no safer or more convenient method.

We want your business.

THE OLD CITIZENS'  
NATIONAL BANK,  
Zanesville, Ohio.  
Commercial and Savings  
Accounts.

WILLIAM MANN COMPANY,  
Stationers, Blank Book Makers, Print-  
ers and Lithographers.  
529 Market Street,

PHILADELPHIA, Pa.

Editor Ready Made Department:

DEAR SIR—Respectfully submitted,  
together with "Mann's Business Assis-  
tant" under separate cover.

(Signed) HARRY D. SNYDER,  
Adv. Mgr.

The "respectfully submitted" are a little book of bank book form and color, and a folder enclosing about thirty sheets of nice, soft paper with which to clean one's glasses.

The "bank book" form contains "Best Greetings for 1908," a credit of "366 Days of Prosperity" to "Person Holding;" a little talk on "How to select the best loose leaf binder," a list of bank holidays, simple interest tables, and "Mann's Quick Reference Calendar for 1908," and is, altogether, a thing that many business men will save and refer to.

The folder enclosing the tissue paper carries a small business card on the front, underneath the admonition to "Keep your glasses clean,"—the statement "here is some tissue," and the invitation to "use a sheet." On the inside is an ad of steel pens and this little talk on service:

#### SOME HAVE THE IDEA

that because of our size we do not care for small orders. Just there is where we are exceptionally strong—our large stock and modern facilities enable us to give a better and quicker service than is usually received.

The back carries an ad of writing fluid. Doubtless many of those who have to wear glasses, or who do wear them whether they have to or not, will appreciate the thoughtfulness of William Mann Company; but, of course, the thing will get only passing attention from the majority of those who cannot use it according to directions.

1406 Denison Avenue.

CLEVELAND, Ohio.

Editor Ready Made Department:

DEAR SIR—Your criticism of the enclosed advertisements would be appreciated.

Very respectfully,  
(Signed) LEONARD C. LUTZ.

These wine ads seem to be all right—not remarkable in any way, but good, along conventional lines. I think, however, that if I were advertising wines, I would advertise one kind at a time, perhaps only one grade of that kind, and tell some interesting things about it—what it was made from, where it came from, its flavor and color, and, if possible, something as to the taste. Then I would name the price for pints, quarts and cases. This ad measures up to that standard more nearly than any other of those submitted:

TRY OUR FAMOUS EUCLID WINES.

If you want rich, mellow, fine flavored, absolutely pure wines, you will not be disappointed in our Euclid home-grown brands. They are the result of years of experience. From soil to cellar we superintend the whole process. A second order will certainly follow the first one. At your dealer's or by phoning

THE SCHUSTER CO.,  
Cleveland, Ohio.

These, also, are good of their kind:

AN APPETIZER SUPREME.

"Schuster's Bitters with Pepsin" have long been recognized as a very superior appetizer. In the making—none but the purest ingredients are used, and these are compounded with the greatest of care. A single trial will convince. At your dealer's or by phoning.

THE SCHUSTER CO.,  
Cleveland, Ohio.

HAVE YOU A COUGH OR COLD?

Schuster's Hoarhound Rock and Rye with Pineapple and Lemon Fruit will knock either immediately. Better keep a bottle on hand, for even the big robust man is susceptible to coughs and colds with these sudden changes in temperature.

At your dealer's or by phoning.

THE SCHUSTER CO.,  
Cleveland, Ohio.

*If Foresight Were as Good as Hind-sight. From the Indianapolis News.*

A Very Pathetic Story

was given much prominence by the newspapers the past week relative to the misfortune which befell a young woman who made a bank of her bustle. A chance investigation led to the discovery that her savings of years, amounting to \$3,000, was missing. "She nearly cried her eyes out," said a friend, "she cannot think how she lost her money." This amount of money deposited with this strong company would have earned her \$90 per year or she could have rented a safety deposit box for \$5 per year, where no thief could have reached it.

THE INDIANA TRUST  
COMPANY,  
Indianapolis, Ind.  
Capital \$1,000,000.  
Surplus \$400,000.

*Getting After Local Merchants. From the Scranton (Pa.) Tribune.*

Now

that the buying of the Holiday season is over and business is again settling down to its old forms, the question of attracting attention to your goods is bobbing up again, stronger than ever.

Electric Light in your store windows, well placed, will be of more actual service as a custom getter than any other form of decoration or advertising. Its brilliancy, steady burning, clean, harmless light, will serve to show off your goods to their best advantage, while at the same time allowing them to remain in perfect condition for an indefinite period.

SCRANTON ELECTRIC  
COMPANY,

509 Linden Street,  
Board of Trade Building,  
Scranton, Pa.  
No. 2000 both 'phones.



BALTIMORE, Md.

Editor Ready Made Department:

DEAR SIR—Well, what do you think of this one? It's from a theater programme.

I don't know what kind of beer "Perfect Brew" is, but the man who is responsible for the advertising of it knows how to get the value of others' advertising for his own product.

Don't you think so? Is this, or is it not, what some people term a "crib?"

Very truly yours,  
(Signed) "PRENTICE."

Now, let's see; does he get the benefit of another's advertising, when he says, "The Beer That Makes Milwaukee Jealous"? I think not. Doesn't he more often remind the reader of the catch-line which he has paraphrased and of the brew it stands for? That's the way it looks to me:

#### PERFECT BREW.

The Beer That Makes Milwaukee Jealous.

Brewed and Bottled only by  
THE MONUMENTAL BREWING  
COMPANY,

Lombard and Seventh Streets.  
Private Families Served.

Speaking of "cribs," we all crib, consciously or unconsciously, more or less, and generally, the time that is spent in raving and ranting about "cribbing" would better be given to the production of new things and setting the cribber a lively pace. The only harm that is done by "cribbing" is done to the "cribber," except, perhaps, where the theft is from a direct competitor. For instance, who's hurt if a retail grocer in Norwich, N. Y., copies the ads of a retail grocer in Norwich, Conn.? And the cribber of a design or catch-phrase that has been so widely advertised as to become firmly associated with the originator's product in the minds of the reading public, simply puts the correct label on himself, and oftener than not helps to advertise the article to which the design or phrase was originally applied. The fool killer doesn't always kill with a club; he sometimes permits the fool to kill himself.

The "Man Earning \$2,000 a Year" or More Will Feel That This is a Personal Appeal. From the Montgomery (Ala.) Advertiser.

### Men Earning \$2,000 a Year

and upward often rely on their ability to keep on earning as much. Such men suffer the most when declining earning power forces unusual economy onto them and their families. Regular, systematic saving is not for working men and young people alone, but for every man who would insure the continuance of his present style of living. You ought to save not less than ten per cent of your entire income. Are you doing it? Start now—open an account here.

Accounts Respectfully  
Solicited.  
Interest Paid on Time  
Deposits.

MONTGOMERY BANK &  
TRUST CO.,  
Montgomery, Ala.

Good Stuff.

### Point Of View.

Did you ever think how much there is in a point of view—how much there is in seeing a thing from the other man's standpoint?

The builder of those new houses at 13th and Kenyon streets (Columbia Heights) had your point of view in mind. He got himself 'way round on your side of the question and saw the sort of house you wanted (not the kind he wanted). Then he set out to build, and these houses are the result.

The houses are of nine rooms and tiled bath. They have hot-water heat, covered front porches, and are nearly one and one-half times as wide as the average house—and they are only \$6,750. They are very cheap. We have never offered more for the money. See them. They cannot fail to interest you.

MOORE & HILL, Inc.,  
1333 G Street N. W.,  
Washington, D. C.



## Second Annual Issue Of PRINTERS' INK To Schools.

**T**HE issue of PRINTERS' INK, dated March 4th, will contain articles of an interesting and informing nature upon Educational Advertising. Copies of this issue will be mailed to a list of advertising and non-advertising schools especially compiled for PRINTERS' INK. The intention is to make this number so valuable that it will be preserved for reference.

**A large amount of advertising from educational institutions is regularly sought after by many newspapers and periodicals, not chiefly because of the income which it brings, but because of the probability that papers carrying this advertising reach readers of a high grade of intelligence and of a large purchasing power.** Any publication which desires to secure the business of the schools will make no mistake in placing an advertisement in this issue. This is the time of year to tell schools why they need your help in filling the class-rooms next September.

### ***Press Day, Feb. 26, 1908.***

There will be no advance in the advertising rates, which are as follows:

Classified advertising: 20 cents a line. Display advertising: \$40 a page; \$20 a half page; \$10 a quarter page; \$3 a inch. If a specified position, selected by the advertiser is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

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ADDRESS

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**PRINTERS' INK,**  
**10 Spruce Street, New York.**

# MORE ADVERSE CRITICISM AND THE RESULTS.

This Paragraph and Cut Appeared in the Commercial  
Art Department of Printers' Ink, of January 8th.

This exceedingly frank and intimate domestic scene should properly be entitled "Why Pa Got Cold Feet." The careless observer might conclude that pa suffered from nightmare and had kicked the bed-clothes off, but those who look below the surface of things for fundamental facts will discover that Brother John had thoughtfully supplied himself with a cute little device which holds the bed-clothes down where they ought to be. Pa has either neglected this important domestic detail, or else he did not have the price of two of these most excellent and praiseworthy contrivances. Too much cannot be said in favor of this truly notable advertisement.



*This Letter tells the unexpected results of the criticism:*

## "THE LITTLE SHAVER" FLOOR SCRAPER

General Manufacturing Company  
MONTGOMERY BLDG.

MILWAUKEE, WIS., January 23, 1908

*The Printers' Ink Publishing Co.,*

10 Spruce St., New York City, N. Y.:

GENTLEMEN—The space you gave to our illustration on page 41, in your January 8th issue, was much appreciated. The space you gave us gratis, brought two inquiries, which is more than we can say of DRESSMAKING AT HOME. We did not receive one inquiry or one order from this space that was run in DRESSMAKING AT HOME, and we are much disappointed, inasmuch as we think the illustration put our Quilt Holder clearly before the public.

We again thank you for your kindly comments, and beg to remain,

Very truly yours,

FRANK T. HASE.